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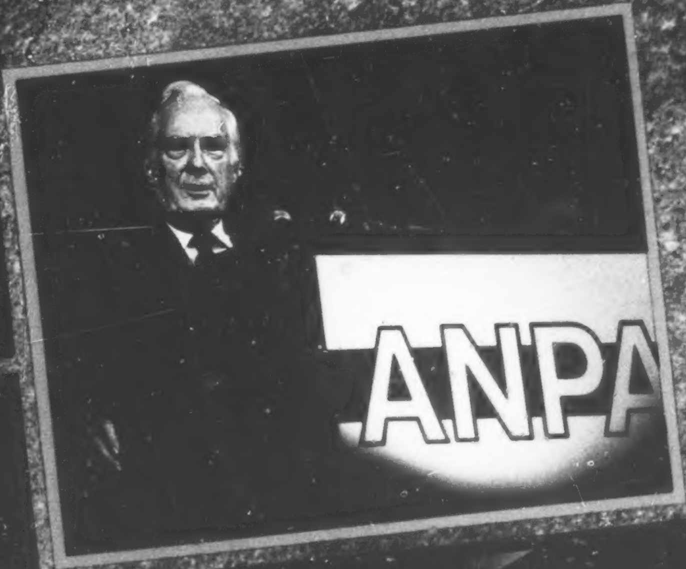

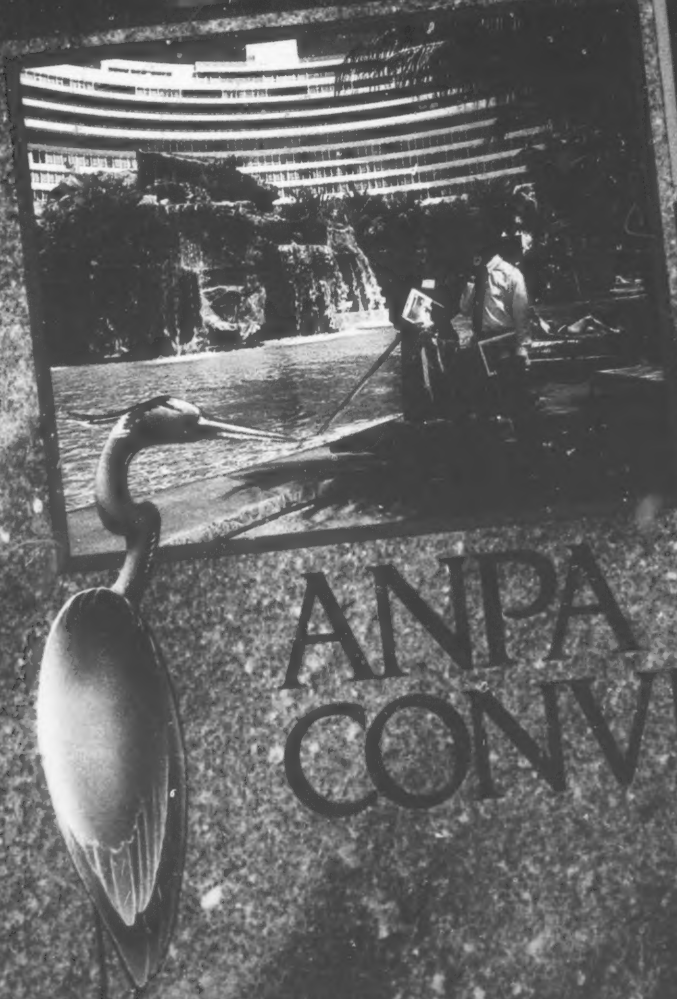

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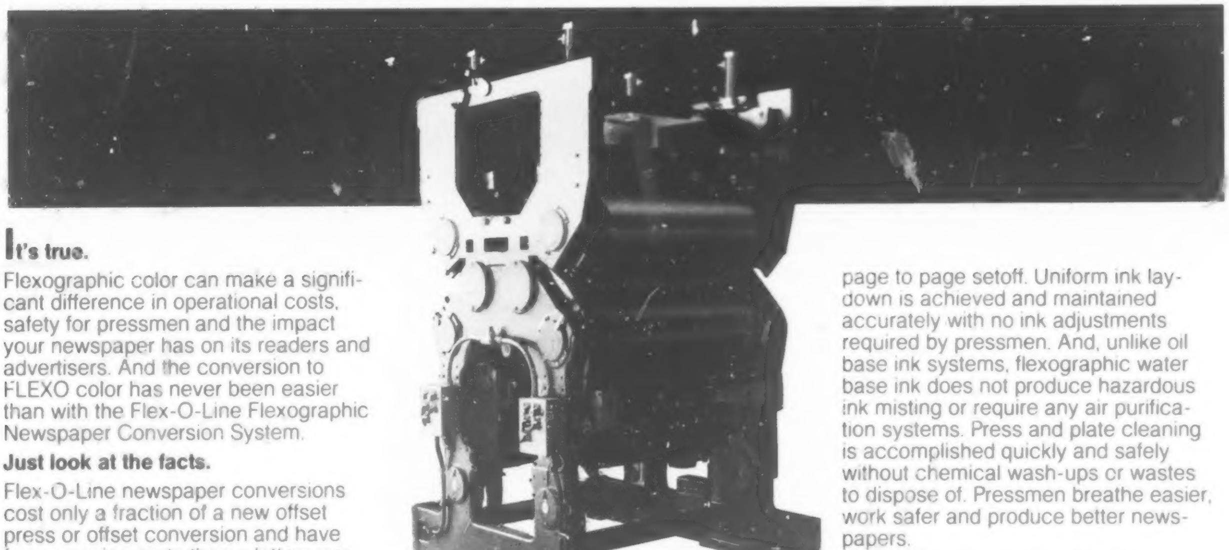

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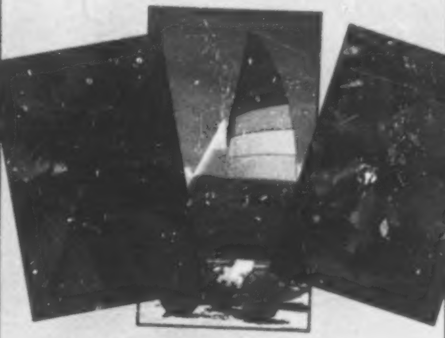

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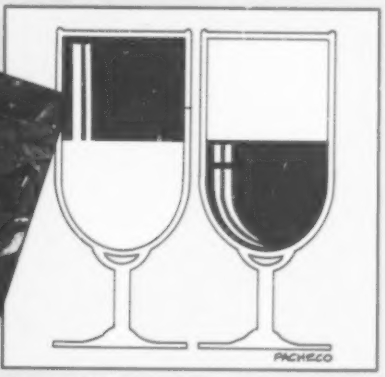

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CHAIRMAN'S CORNER

A call to arms for newspapers in the fight against illiteracy

In my keynote remarks at our Convention last month, I emphasized my belief that we newspaper people need to do more to help fight illiteracy. And ANPA is making literacy a higher priority.

More than 27 million adult Americans cannot read well enough to meet their daily needs. They are "functionally illiterate."

The Coalition for Literacy states: "Functional illiteracy now exacts a measurable toll in crime, unemployment, poverty and human suffering. The bill exceeds $225 billion annually for lost industrial productivity, unrealized tax revenues, remedial reading training in business and the military, and illiteracy related to crime and welfare costs. We simply cannot afford the staggering burden of the functional-illiteracy problem."

A teacher says: "Illiteracy is exclusion from citizenship and from access to the world's storehouses of knowledge. It is 40 percent of adult women and 28 percent of adult men. It is one of every five people in the world."

Shocking, isn't it? What can the newspaper industry to do help reverse this trend—to reinforce the importance of reading to our society as a whole?

Richard J. V. Johnson

This spring, a group of publishers, Newspaper in Education directors and representatives from literacy groups met at The Newspaper Center in Reston, Va., to identify ways that individual newspapers can help literacy efforts in their communities. These are ideas you can use. I urge you to do so.

- Encourage editorial coverage of the issue to create more awareness of the problem
- Create programs in which your employees tutor illiterates
- Run the public-awareness ads which are being distributed by the Ad Council
- Unite your local business and education communities to create effective local programs
- Organize community meetings and focus groups to plan ways to combat illiteracy
- "Adopt" an adult learning program that exists in your area
- Create a curriculum with your NIE experts by which non-readers learn to read using your newspaper as their textbook.

Groups represented at The Newspaper Center meeting—the Coalition for Literacy, Reading Is Fundamental, Literacy Volunteers of America, Laubach Literacy International and the International Reading Association—already are working hard to create new readers and to stop the trend toward non-reading. They have local chapters in your community. If you join and help combine and target their work, you can double their effectiveness.

And let's not forget that we are employers who face these problems of illiteracy *within our own work force.* Fighting illiteracy is enlightened self interest for us. Please join us.!

Dick Johnson

Richard J. V. Johnson
Chairman and President

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Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041.

Did you see the paper?

Not yet.

Read this.

What?

Down there in the corner.

The article about kids and alcohol?

That's it.

It says they're drinking before they're reading.

Keep going.

Some as early as eight?

Yeah, and look how many of 'em are alcoholics.

They gotta be kidding.

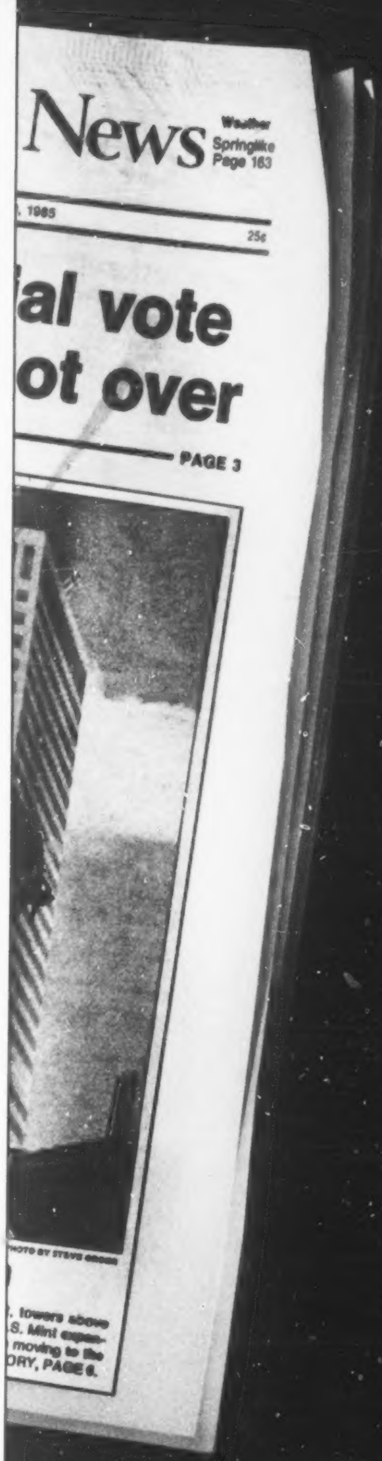
Kinda makes you wonder, doesn't it?

Not our Scott.

You never know.

But he's just a kid.

That's just the point.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A NEW ROLE FOR THE PRESS

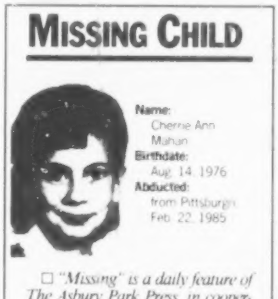
MISSING CHILDREN

BY MARCIA RUTH
presstime staff writer

In the past, most newspapers have dealt with missing children as they do many other social issues—news and feature stories keyed to events such as National Missing Children's Day, May 25, and saturation coverage when a tragedy is local.

In the last year or so, however, many papers have moved into a new role—not just covering newsworthy events, but becoming participants in the nationwide search for missing children. And there are already examples of success stories—cases where a photograph published in a newspaper led to the recovery of a missing child.

For some papers, the catalyst for crossing the line from reporting to participating was the decision by the Associated Press to provide newspapers with photographs of two missing children each weekday. AP launched the service April 22 in the same spirit that put the faces of missing children on milk cartons, utility bills, supermarket bags, interstate trucks and elsewhere.



MISSING CHILD

Name:
Cherrie Ann
Mahan
Birthdate:
Aug. 14, 1976
Abducted:
from Pittsburgh
Feb. 22, 1985

☐ *"Missing" is a daily feature of The Asbury Park Press, in cooperation with The Associated Press. If you have any information about the whereabouts of this child, call a special hotline, 1-800-431-5005.*

"We'll just keep doing it (running the AP-transmitted photos) until we see if it serves any purpose, and we hope it does," says Robert G. McGruder, managing editor of The Plain Dealer in Cleveland. "Some day if one kid is found, that's worth it."

The Plain Dealer runs the photos "as often as we can," says McGruder, and always on page two, alongside the index and news summaries.

Although papers are encouraged to send tear sheets, AP does not know exactly how many of the approximately 1,000 members receiving Laserphotos are actually running the photographs, says Daniel E. Hansen, the AP photo editor supervising the project.

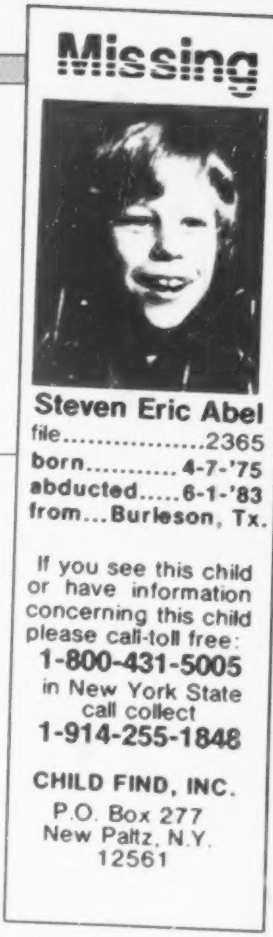
Arrangements vary. For example, both Nashville dailies are running one photo a day, with the evening Nashville Banner using the picture AP transmits at noon and The Tennessean printing the photo AP moves at midnight for the morning cycle. The Asbury Park (N.J.) Press runs one of the two AP photos each day on page three. The night editor makes the selection, looking for area children or for the best photograph.

AP got the idea from Timothy C. Hoiles, publisher of the Victory Valley Daily Press in Victorville, Calif. "I thought the best thing we could do was, if we believe in the power of the printed word in newspapers, we should use it," he says.

The idea for what has become another regular feature in several papers, a monthly missing children page, also began with a small paper. "I just got sick and tired of seeing everybody else being public-spirited and not the newspapers," says Willmott (Bin) Lewis Jr., publisher of the 16,000-circulation daily Valley News in West Lebanon, N.H. "I'm just absolutely appalled at our industry sitting back and letting everybody else find these children."

Generally, television is credited with awakening the public to the fact that as many as 1.5 million children are considered "missing" in the United States at some time during any given year. The vehicle for doing so was the film "Adam," the heart-rending story of 6-year-old Adam Walsh, who was abducted and murdered in 1981. It was shown in 1984 and rebroadcast April 29, followed by a segment showing the faces of missing children, some of whom were subsequently located.

Both Hoiles and Lewis say the initial advocates for their companies' efforts on behalf of missing children were women: at the Victory Valley Daily Press, Circulation Manager Frances Lennington; and at the Valley News, Susan E. Marcotte, publisher of Echoes, a total-market-coverage publication that in March began carrying the photo page.



Missing

Steven Eric Abel
file.................2365
born...........4-7-'75
abducted.....6-1-'83
from...Burleson, Tx.

If you see this child or have information concerning this child please call-toll free:
1-800-431-5005
in New York State call collect
1-914-255-1848

CHILD FIND, INC.
P.O. Box 277
New Paltz, N.Y.
12561

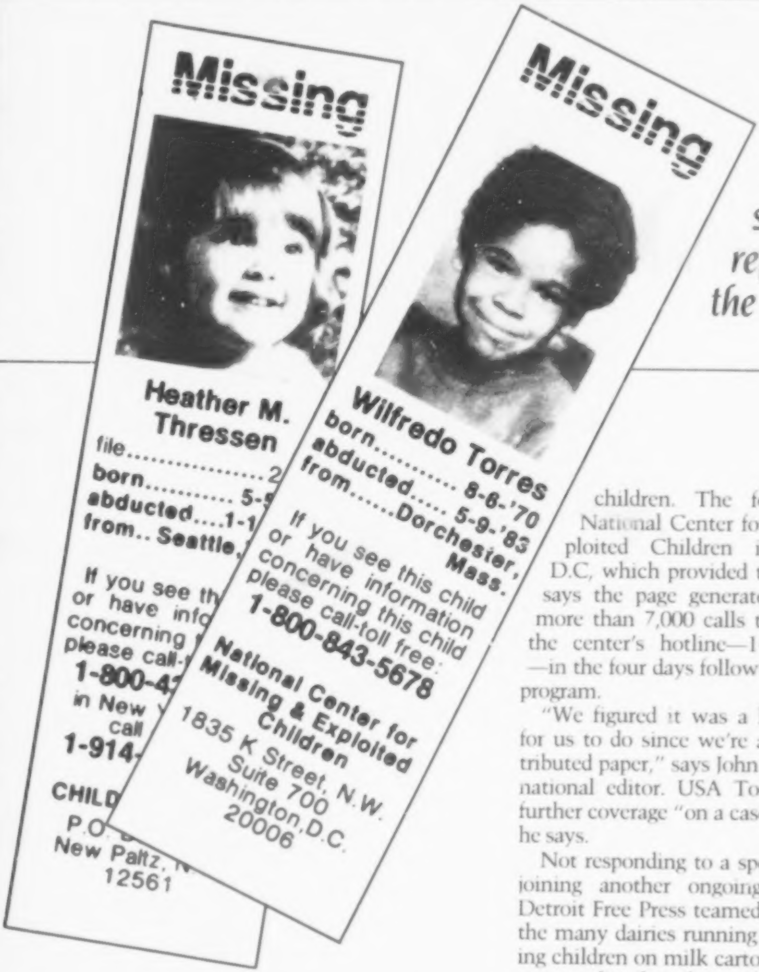
Success stories. Florida, the home state of Adam Walsh, has taken the lead in the crusade to find missing children. Twenty-six newspapers and 22 television stations there are using the monthly bulletins and photographs offered to the media by the Florida Department of Law Enforcement's Missing Children Information Clearinghouse, which in 1983 became the first state agency addressing this problem.

The impact of this material can be dramatic.

For example, two young children were found as a direct result of The Miami Herald's full-page display of Florida's missing children on National Missing Children's Day last year.

And after a 1983 feature story in the Fort Lauderdale News and Sun-Sentinel, an 18-year-old runaway from Plantation, Fla., was identified in a Fort Lauderdale area Pizza Hut.

In contrast to Florida's comprehensive approach to the problem, the Iowa Department of Public Safety until this year treated the photographs—and even the names—of Iowa's missing children on a confidential basis. The stated purpose of this policy was to protect the privacy of juveniles who while missing may have run afoul of the law.



Missing

Heather M. Thressen

file.................2

born........... 5-

abducted....1-1

from.. Seattle,

If you see th

or have info

concerning

please call-

1-800-4

in New

call

1-914-

CHILD

P.O.

New Paltz, N

12561

Missing

Wilfredo Torres

born........... 8-6-'70

abducted..... 5-9-'83

from......Dorchester, Mass.

If you see this child

or have information

concerning this child

please call toll free:

1-800-843-5678

National Center for Missing & Exploited Children

1835 K Street, N.W.

Suite 700

Washington, D.C.

20006

Several papers joining the search for lost youngsters report positive results from the publication of photos

Responding to a challenge to this policy by the Des Moines Register in August 1984, the Department of Public Safety moved quickly to obtain a declaratory judgment from a state court, and the court-ordered release of the information four months later.

The paper's strong interest in missing children results from the disappearance of two of its carriers—12-year-old John Gosch in September 1982 and 13-year-old Eugene Wade Martin in August 1984. (See story, p. 8.)

The newspaper now is publishing weekly updates of the state's list of missing persons (including children), supporting a state-organized symposium on child abuse, and assigning a reporter to full-time coverage of issues related to the two carriers' disappearance.

Both boys have been included in the "roll call" of missing children presented by NBC television after showings of "Adam."

On April 30, following the most recent showing, USA Today ran a full page of photographs from the "roll call" as part of three days of editorial coverage of missing children. The federally funded National Center for Missing & Exploited Children in Washington, D.C, which provided the photographs, says the page generated some of the more than 7,000 calls that poured into the center's hotline—1-800-THE-LOST—in the four days following the televised program.

"We figured it was a legitimate thing for us to do since we're a nationally distributed paper," says John Ritter, assistant national editor. USA Today will decide further coverage "on a case-by-case basis," he says.

Not responding to a specific event, but joining another ongoing program, the Detroit Free Press teamed up with one of the many dairies running photos of missing children on milk cartons. The 240,000 cartons distributed monthly by London's Farm Dairy in Michigan contain photographs of two missing children and logos of both the dairy and the newspaper.

As a tradeoff, the newspaper runs, without charge, a representation of the milk carton in its Wednesday food section.

"We try and stay away from charities because it's hard to draw the line," says Promotion Specialist Nancy H. Kelley, who organized the ad trade-off. "But this is sort of unique. It is obviously a situation where exposure is absolutely essential, and what better exposure than the newspaper?"

Another example of newspaper involvement in the effort is provided by the St. Petersburg Times and Evening Independent. They recently donated newsprint, artwork and production services for an educational campaign by the Pinellas County Child Safety Task Force on abduction, child abuse and other child-safety issues.

A related issue: child abuse

More than a dozen dailies have addressed an issue often related to children's disappearance by distributing as inserts more than eight million Spider-Man comics on child sexual abuse, prepared by Marvel Comics and the National Committee for Prevention of Child Abuse.

The first newspaper to participate, the Houston Chronicle, keyed its Jan. 27 distribution of more than 500,000 copies to Houston's Child Protection Week. With support from the city, schools, police and religious leaders, and financial backing from Houston's largest department store, the week included television programs and mental health seminars as well as public appearances by Spider-Man.

Following these events, Harris County Children's Protective Services reported a one-third increase in phone calls, and the Chronicle announced the Jan. 27 issue broke its record for single-copy sales, exceeding the previous high by 6 percent.

On Feb. 17, a broadsheet version of the original comic book ran in eight newspapers—Chicago Tribune, The Boston Globe, Detroit Free Press, The Kansas City Star, St. Louis Post-Dispatch, Des Moines Register, Philadelphia Inquirer and The Plain Dealer of Cleveland. At least four others followed in April and May, including—The Columbus (Ohio) Dispatch, San Antonio Express and News, The News Dispatch in Michigan City, Ind., and The Times-Union in Albany. N.Y.

For information on this program contact the National Committee for Prevention of Child Abuse, P.O. Box 94283, Chicago, Ill. 60690; (312) 663-3520.

A plea, a problem. Among the people engaged in the campaign to find missing children is President Reagan, and one of his appeals was made March 7 to a group from the National Newspaper Association. He urged publishers "to enlist your newspapers in this mission of mercy" by "publishing as a regular feature, pictures and descriptions of children missing in or near your circulation area."

In response, NNA is helping its member newspapers—primarily weeklies and small dailies—to obtain photographs and other information from the National Center for Missing & Exploited Children.

For newspapers that are running pictures of missing children, and for the Associated Press, one of the most difficult tasks is deciding which cases to feature.

Estimates of the number of children missing in the United States vary widely, from the 1.5 million estimated by the national center to the approximately 185,000 listed as missing by the FBI.

Most of the missing "leave home or are kicked out," says the center's executive director, Jay Howell, who estimates that 25,000 to half a million are abducted by parents, and somewhere between 5,000 and 20,000 are kidnapped by strangers for some period of time.

Some editors have expressed concern about running photographs of runaways or children abducted in the course of bitter custody battles, rather than those abducted by strangers.

Currently, the photographs supplied to AP by the national center and Child Find Inc., a private organization, do not include known runaways, says AP's Hansen.

At the present time, the national center is supplying AP only with photographs of children thought to have been abducted by strangers, and whose disappearances are registered with NCIC. AP's photos from Child Find include suspected custodial abductions.

Hansen says AP policy with regard to the photographs is evolving, taking into account the inquiries and suggestions the wire service is receiving from editors around the country.

Editors at some papers are focusing mainly on the disappearances of local children. But activists in the movement to locate missing children say this approach overlooks a key fact: Most of the serious cases involve abductions across state lines, well past the range of local or even state-wide publicity.

"Even if you don't have a child abducted from your community or even your state does not mean you don't have a child living there," says Barbara D. Handley, assistant director of research for the National Child Safety Council.

> *"We'll just keep doing it. . . . Some day if one kid is found, that's worth it."*

Running photographs is not the only way newspapers can help find missing children, according to the national center's Howell.

He says the center has a "desperate need" for news clippings on cases of missing or murdered children—including those who escape their captors or who are found dead. This need is brought about by the lack of a central listing of all missing children, despite the existence of Howell's agency, the FBI's National Crime Information Center, which keeps a computer database of missing persons, and the files of numerous privately funded groups.

"There are hundreds of cases we don't know about that get coverage in local papers," says Howell. "Not a week goes by we do not learn of a case because somebody sends us a news story." The stories can also provide critical clues to finding children who are known to be missing and help remove from the "missing" lists children found dead.

Howell says he wants newspapers to send his agency current and past clippings that might be relevant to the search for missing children. If that appeal does not meet with success, he hopes to enlist volunteers to collect the materials.

Another way newspapers can help is to keep the public informed in its news and opinion columns on legislation affecting missing children, says Howell.

Key pieces of federal legislation were passed in the early 1980s, including the establishment in 1982 of the right of parents to initiate the listing of their missing children on the FBI computer, and the creation in 1984 of the National Center for Missing & Exploited Children.

However, child-safety advocates say there remains much work to be done at the state level. ☐

Youth carriers have been victims

Much of the concern about missing children hits close to home at newspapers, because of a series of murders and disappearances of young carriers in the last 33 months.

The four murders and two disappearances have resulted in three convictions to date, circulation executives say. In another of the cases, a new trial is under way. The fate of the carriers who disappeared remains a mystery [**presstime**, Nov. 1984, p. 47].

- James B. Wales—accused of killing and raping 12-year-old Cheri Lindsey, a carrier for The Evening Press of Binghamton, N.Y.—has been convicted. Anthony J. Valenta, The Evening Press circulation promotion manager, says Wales was sentenced in December to a prison term of 33.3 years to life.
- In Phoenix, the first trial of Donald E. Beaty—accused of killing 13-year old Christy Ann Fornoff—ended in a hung jury, according to Donald L. Martz, circulation director of The Phoenix Gazette and The Arizona Republic. She was a carrier for The Gazette. A new trial is under way.
- In Nebraska, the state attorney general's office is looking into the handling of the defense of John J. Joubert, a 21 year-old airman. Joubert pleaded guilty to killing 13-year-old Danny Joe Eberle, a carrier for the Omaha World-Herald.

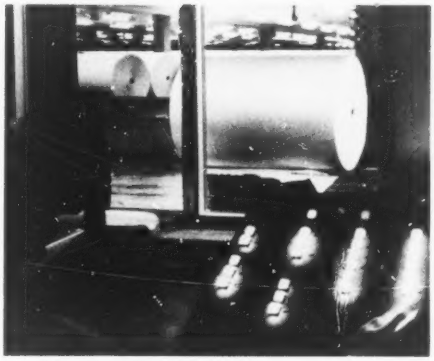
William L. Donaldson, director of circulation for the World-Herald, says a lawyer who had previously represented the carrier's family had a very minor role in Joubert's defense. The attorney general's office wants to resolve the questions raised by the lawyer's participation before an appeal is filed, Donaldson says. Joubert was sentenced to death, which in Nebraska entails an automatic appeal.

- The disappearances of two Des Moines Register carriers—Eugene Wade Martin and John Gosch—remain unsolved. John M. Miksich, circulation director for the Register, says "the police have just not turned up anything concrete at this point."

Eugene Martin was 13 years old when he was last seen Aug. 12, 1984. John Gosch was a 12-year-old when he disappeared in September 1982.

- Robert W. Golliver was sentenced to serve 41 years to life after being convicted of killing 14-year-old Newsday carrier Christopher Gruhn on Long Island in 1983.

An Automatic Approach To Newsprint Roll Handling.



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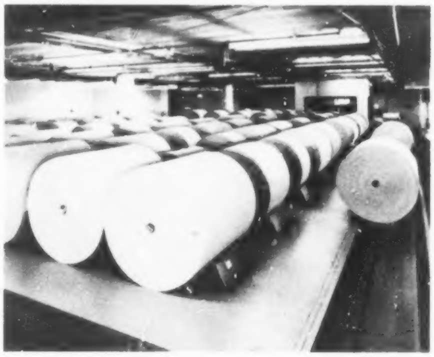

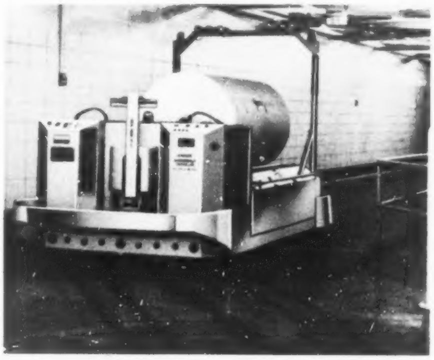

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Frank A. Bennack, Jr.
President and Chief Executive Officer, The Hearst Corporation

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TECHNICAL 'THINK TANK'

ANPA'S INVENTORS

BY PAUL KRUGLINSKI
presstime technical writer

ANPA is among a handful of trade associations that have their own technical "think tank"—a research and development staff.

With a cadre of experts, numerous laboratories and millions of dollars worth of technical equipment, ANPA has developed various new technologies, leading to the ownership of much "intellectual property," as lawyers like to call patents, copyrights and trademarks.

In all, ANPA holds 19 active patents and copyrights for 11 different technological developments ranging from printing presses to a method of opening the newspaper "jacket" for insertion of sections.

Like inventions in general, some flew nicely while some others never got off the ground. And some of the more successful creations now languish as museum pieces, displaced by later technological advancements.

"ANPA has patents on its inventions," notes Vice President/Technical William D. Rinehart, "to ensure that member newspapers, rather than a particular vendor, have exclusive ownership of any development."

The Association got into the invention business shortly after World War II because the "founders of the former ANPA Research Institute realized that [since 1900] the vendors had done nothing in terms of technical innovations," Rinehart says.

ANPA's technical arm began as the ANPA Research Center, which was a component of the former ANPA/RI and the predecessor of today's Technical Research Department.

Because there were virtually no engineers or scientists working for newspapers immediately after World War II, the Research Center hired chemists, physicists and mechanical engineers lacking experience in the business. That original nucleus of scientists quickly began the process of developing new technologies for newspapers.

The first experiments authorized by the ANPA Board of Directors were aimed at reducing the time required to create metal letterpress plates.

The Research Center's developments ultimately led to Dow Rapid Etch, which was a chemical/mechanical process that reduced from 90 to 20 minutes the time needed to engrave metal plates. The development had broad application in graphic arts generally, and the royalties from it brought several million dollars into ANPA's coffers over a dozen years. The royalties allowed researchers, both Dow Chemical Co. and ANPA, to recoup the costs of research and development.

Another ANPA development that had dramatic effects on the business was "packless mats." Mats were used to make the lead plates for letterpress presses. Before the plate could be formed, though, the relief areas of the mat had to be packed with supporting felt material. Packless mats eliminated this labor-intensive, time-consuming process and allowed newspapers to have later editorial deadlines.

While the patents for these two processes expired long ago, so too has the engraving process itself.

As photocomposition made its move into the newspaper business in the 1960s, the Association began experimenting with ways to allow larger hot-metal newspapers to exploit cold-type technologies.

Those experiments led to the development of plates made with photopolymers—plastics that changed chemical composition when exposed to light. The photopolymer platemaking process eliminated engraving altogether.

"Prior to the expiration of the Dow Etch patents," Rinehart says, "the Research Center started a search for a faster, photo-exposed letterpress plate. This led to a cooperative research program with W.R. Grace & Co. and the first practical photopolymer plate."

During the same period, ANPA invented DiLitho®, a printing process whereby the plates employed in conventional offset printing were used on letterpress units. This process was developed so that smaller circulation newspapers with newer letterpress presses could take advantage of photocomposition and lithographic printing.

Like inventions in general,
some flew nicely
while some others
never got off the ground.

"DiLitho enabled newspapers to use photocomposition and lithography without having to replace their letterpress presses," notes Rinehart.

In the late 1960s and early '70s, ANPA researchers responded to the growing use of advertising supplements at newspapers by turning their attention to the desirability of an on-line inserting machine for preprints.

"The idea was to have machines slip more than one preprint directly into newspapers on the conveyers as they came off the presses at press speeds," says George Cashau, ANPA director/technical research.

The Association received six patents on the equipment that grew out of that research, and the program proved to be a catalyst in the development of the Sheridan 72P inserter—the first of the modern-day inserting machines.

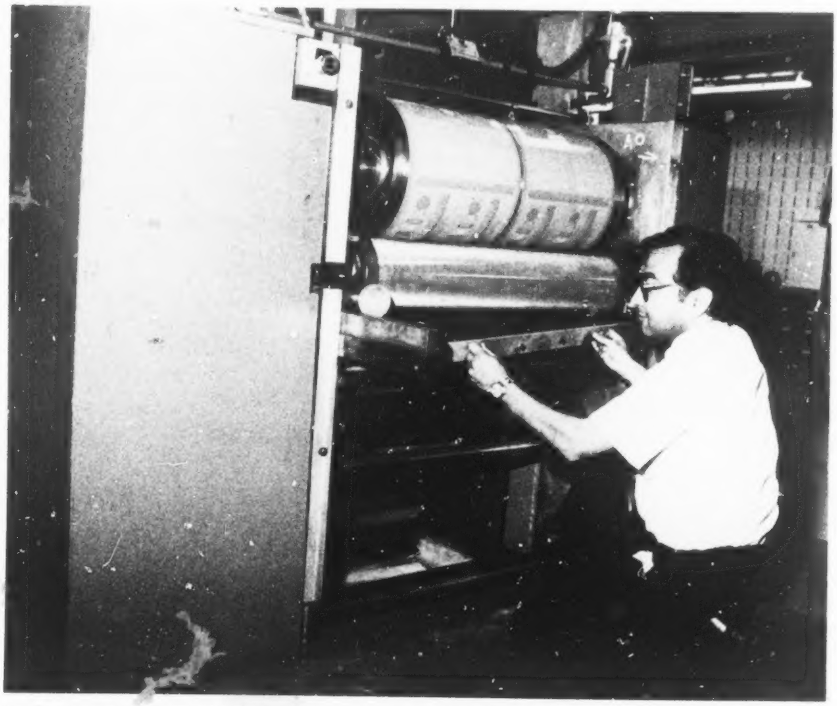
However, despite ANPA's and vendors' attempts to come up with an automated process of stuffing supplements into the newspaper at press speeds, inserting remains a problem area [presstime, March 1985, p. 54].

As the power of computers became evident in the 1970s, members of ANPA technical committees started thinking of ways of electronically laying out whole editions of newspapers. Emerging from the ensuing research was Layout-80®, which is currently used by more than 100 newspapers. Because Layout-80 is software, ANPA has a copyright and a registered trademark, not a patent, on it.

A number of vendors hold licenses for Layout-80 and are making the technology available to newspapers.

No breakthroughs, these. Many of the Association's developments worked but were quickly supplanted by better products the vendors introduced. Some others just didn't fit into everyday situations.

SPUR TECHNOLOGY



Production Engineer Harshad Matalia works on the ANPAPRESS at The Newspaper Center.

For example, the Association developed ANPAVEND™, a theft-proof, single-copy newspaper vending machine. "Everybody wanted, and still wants, a single-copy vending machine," observes Cashau.

Although the machine worked, it required that each copy be cross-stacked. This would have required newspapers to introduce another process in the already complicated mailroom. "It just wasn't practical," Cashau notes.

Another example was a manual web splicer for single-width offset presses. While the device ANPA developed is still functional on presses at The Newspaper Center, Cashau says vendors have marketed better ones.

"A lot of times the things we invent we use for stimuli for other developments," adds Cashau. "What we're trying to do is get newspapers and vendors thinking about and moving toward the future."

Still other developments, while effective products, have shown themselves to be limited in their application. An example is MICROMARK™, an electronic dictionary designed for use on front-end systems. MICROMARK is currently installed at 50 newspapers, but only those with specific Digital Equipment Corp. systems can use it.

Some of ANPA's more recent developments whose futures are still undecided include:

- ANPAPRESS®, which involves several technologies employed in flexography and keyless inking systems, is still in the experimental stages. The Association holds the patents on the anilox inking systems and the ink-well baffles and doctor blades used with them. "Flexographic printing holds great promise providing that several obstacles can be overcome," Rinehart notes.

  Japanese and European newspapers are using ANPAPRESS technology on a non-experimental, daily basis with oil-based inks. However, North American newspapers experimenting with flexographic presses using water-based inks must still resolve problems involving the formulation and storage of inks, and the interaction of inks with photopolymer plates.
- ReQueSt-DB™, a teletext system for classified advertising, news and sports information, was recently licensed to the private sector. The technology allows someone with a television set to retrieve information from newspaper databases. The future of this technology remains in question because the future of teletext itself is uncertain.
- ANPA-INK™, a non-petroleum-based ink, is just now completing field testing. Its success is dependent in part on such external factors as the price of crude oil used in making most other inks, and governmental regulations associated with some components of standard ink.

Because the patent process costs $20,000-$25,000, some developments were not patented because it was not deemed worth the effort, according to Rinehart.

And since the development of Dow Rapid Etch, ANPA has gotten out of the business of making money from its developments. ANPA Directors since then have elected to turn the technologies over to vendors with no royalties flowing to the Association. The belief is that high fees and royalties eventually find their way into the prices newspapers pay for products.

"As a general rule," Rinehart says, "the Association makes the patented developments available on a non-exclusive basis to vendors at a nominal fee of $10 per year."

Also, the reasons for the research have more to do with advancing the newspaper business than generating income.

"One side benefit of the ANPA research activity has been the stimulated research and development work by the many vendors supplying the newspaper business," says Rinehart. "Whenever possible, ANPA enters into cooperative research with vendors so that new developments can be made at minimum cost to ANPA members." ☐

COMMERCIAL PRINTING

Printing advertising circulars and other jobs during the pressroom's downtime can reap big rewards for newspapers. But there are pitfalls.

BY PAUL KRUGLINSKI
presstime technical writer

Publishing newspapers involves using very expensive equipment to produce huge numbers of products in the shortest time possible.

Theoretically, the most efficient newspaper operation might have a multi-million dollar press running only two hours daily. While that may imbue a publisher with pride, the press downtime contributes nothing toward reducing the paper's long-term debt on the equipment.

The economic realities of paying for costly machinery that stands idle much of the day are nudging more newspapers into a related area—commercial printing.

It is an expansion that does not come trouble-free, however.

"A lot of newspapers buy an offset press and think they can do commercial work," says Carl R. Loos, assistant general manager of the Times-Reporter in New Philadelphia, Ohio. "You've got to make a much bigger commitment than that."

While the technologies involved in turning out newspapers and commercial products may appear at first blush to be closely related, these two forms of printing represent different species that frequently do not cohabit well. This becomes particularly true when a newspaper's commercial venture moves from printing other papers and routine ad circulars to more complex preprinted advertising.

The stakes are high. Revenues from commercial printing can be impressive, sometimes exceeding those of the newspaper itself.

But there have been instances in which expanding into the commercial market resulted in financial loss. Experts say that's because some newspapers have found it difficult to deal with the burdens of ordering and storing a plethora of paper stocks, inks and other materials; hiring and managing the specialized personnel needed for commercial printing; and adapting to the different marketing and selling stategies required for commercial accounts.

"For every newspaper you find that's gotten into commercial printing," observes Frederic W. Baker, director/corporate relations for Harris Graphics Corp., "you'll find another that's gotten out of it."

Observers point out that there are fundamental philosophical differences between printing newspapers and commercial products.

Newspapers seek to please many customers, which include all advertisers and readers. In commercial printing, though, generally one client pays the bill.

In addition, while most newspapers endeavor to maintain a level of quality printing, their priority is putting the paper out on time. With commercial printing, scheduling takes a back seat to getting the job done right, notes James J. Rogers, general manager and director of operations of the Oregonian Publishing Co. in Portland.

Because of such differences, many newspapers have divorced the commercial operation from the newspaper itself, usually by setting up a separate division within the company.

Revenues can be impressive, sometimes exceeding those of the newspaper itself.

Precise industry-wide figures are not available, but observers say the number of newspaper companies pursuing commercial printing is growing—in large part because of the boom in free-standing advertising supplements.

And branching out into commercial print is not the exclusive province of smaller newspaper companies. Some large groups, such as Gannett Co. and The Times Mirror Co., also have commercial divisions.

One gauge of newspapers' increased interest in commercial printing is the expanding display of commercial-printing equipment at ANPA's annual Operations Management Conference & Exposition.

Many of the presses that will be shown at this month's show in New Orleans are used more for printing commercial work than for printing newspapers. And the host of color scanners that will be displayed can be cost-justified, in most cases, only by the revenues generated from sources outside the newspaper [presstime, Dec. 1984, p. 8].

The New Orleans Conference also will feature a symposium on "Commercial Printing—Your Tandem Market." (See story, p. 72.)

The age of offset. The introduction in the 1960s of web offset printing at newspapers, particularly at smaller circulation papers, set the stage for increased commercial-printing activity. Offset's improved quality, time savings and cost-effectiveness were the keys.

One of the early converts to offset—and to commercial printing—was The Evening Tribune in Hornell, N.Y. Before the installation of a six-unit Goss Suburban press in 1963, the paper did no commercial work, according to Joseph A. Capozzi, production manager. But the improved printing quality achieved by the offset process led to inquiries about commercial printing possibilities.

Initially, most of the outside work The Evening Tribune took on consisted of advertising circulars for local merchants. As volume grew, the paper in 1965 purchased a four-unit Goss Signature commercial press, with a natural-gas dryer, specifically for its commercial jobs; and within three years, the paper was running the press three shifts a day.

Typically, small newspapers like The Evening Tribune enter the commercial market because of the limited potential for growth of the newspaper alone.

Because circulation over several years was flat, hovering between 17,000 and 18,000 daily, management of The Vineland (N.J.) Times Journal in the early '70s decided to pursue commercial printing.

That decision eventually led to a realignment in the corporate structure. A parent company, Times Graphic Inc., was created to oversee the newspaper and commercial divisions, according to Ronald A. Ortiz, publisher of the Vineland daily and vice president of Times Graphic.

"If a newspaper wants to get into commercial printing," says Ortiz, "it has to make a conscious decision whether to become a commercial printer printing a newspaper, or a newspaper that prints commercial work. That's a fact of life."

Besides printing the six Times Graphic papers, it prints four others it doesn't own—including Women's Wear Daily, a nationally distributed tabloid with a circulation of about 70,000.

Currently, the firm does not produce preprints and advertising circulars; it bids only on newspaper-type products that can be run on its four-unit Goss Metro offset press.

"Your equipment limits your marketing ability," Ortiz says. He adds that more newspapers are entering the commercial market, and "we have to be much more aggressive in the marketplace than we used to be."

The Daily Southtown Economist of Chicago may be the best example of a smaller circulation newspaper (about 35,000) with large commercial clients [presstime, Oct. 1980, p. 38]. It uses eight-unit Goss Metro and eight-unit Goss Urbanite presses to print the Chicago Defender, Pro Football Weekly, and the midwestern editions of The New York Times, The Washington Times and The Christian Science Monitor.

Outside commercial work has made it feasible for newspapers to buy state-of-the-art color scanners such as this one The Register of Santa Ana, Calif., purchased from Hell Graphic Systems Inc.

Economist Publisher Bruce Sagan calls his entry into commercial work "an accident" and attributes the paper's success to its "particular geographic location in Chicago," strategically placed to take on regional printing jobs for national newspapers.

The Southtown Economist is among the newspapers with big commercial operations that have found it advantageous to set up a separate corporate unit for the commercial side.

However, smaller newspapers can pursue some commercial work within the normal corporate structure, so long as they limit the jobs they take on and "utilize the press time without adding any overtime," says John J. Ford, ANPA manager of technical services.

Ford says newspapers can safely do the typesetting, camera work and printing for such commercial products as weeklies, school newspapers and advertising circulars, or products that "fit into the newspaper's own operation."

Frequently, these are small runs that can be easily handled around the newspaper's production and preventive-maintenance schedules. But "when you get into long-run (commercial work)," he says, "you're asking for trouble."

"We have to be much more aggressive in the marketplace than we used to be."

The Clinton (Iowa) Herald has successfully incorporated commercial work into its newspaper operations by splitting its Goss Urbanite press into two lines, says Jack J. Dermody, general manager. The paper has one four-unit line and another of five units, allowing the firm "to run our commercial work independent of our newspaper operation," Dermody says. Only accounting is separated within the operation.

Billion dollar market. Just as the conversion to offset printing made it possible for newspapers to go after commercial printing jobs, the development of so-called "heatset offset" presses made the commercial field much more lucrative.

Heatset offset presses employ a dryer positioned between the press line and the folder. As the web leaves the printing units and enters the dryer, it is subjected to high temperatures which "set" the inks onto the paper. The result is a much higher quality printed product, with crisp images and without ink smears.

Today, it is estimated that 60 percent of the nearly 50 billion preprints produced by the offset method are printed on heatset presses. The revenues from printing those inserts now are about $1 billion annually, according to the U.S. Department of Commerce.

> "Commercial printing is as competitive as the gas-station business."

Given the trend to heatset offset and the revenue potential involved, some newspapers are themselves now purchasing heatset offset presses.

In 1982, The Times-Reporter in New Philadelphia purchased an eight-unit Goss HV heatset offset press. Assistant General Manager Loos, who is also business manager of the Ohio daily's Midwest Offset commercial-printing division, says it did so to hang on to a decade-old printing account for K mart supplements. "If you didn't print heatset, you didn't run K mart. It was a simple as that," Loos says.

The firm also produces the television supplement for The Plain Dealer in Cleveland and handles the printing, inserting, labeling and mailing of TMC products for several other newspapers. The New Philadelphia plant has a state-of-the-art bindery with stitching, trimming, inserting and labeling equipment.

"We're not competing with other newspapers," observes Loos, "we're competing with the Treasure Chests (commercial printers) and Advos (direct mailers)."

Revenue from commercial printing, about $10 million last year, now exceeds those of the Times-Reporter, Loos says, and he expects it to reach $20 million in five years. Midwest Offset is currently planning a 27,000-square-foot expansion project to accommodate the expected growth.

The News-Journal of Daytona Beach, Fla., is also building a new plant for its commercial operation, which is 12 years old, says Tippen Davidson, vice president/general manager.

The building will house the three heatset offset presses the paper now owns plus two more it is buying. While the commercial operation is growing, Davidson says, both the paper's advertising and circulation bases also are increasing, and revenues from the Daytona Beach daily are twice that of the commercial-printing venture.

His paper's commercial operation specializes in preprints, magazines, magazine covers, catalogues and specialty advertising.

Davidson considers the preprint market "funny" and "unusual" within the context of most commercial printing. The growth of preprints has so overburdened commerical printers that it has led to uncharacteristic behavior. "It's the only facet of commercial printing where your competitors call you up and offer you work," he says.

One way a newspaper can diversify into commercial printing is by acquiring an existing commercial-printing firm, as another Florida newspaper company did about eight years ago. The St. Petersburg Times and Evening Independent purchased Modern Graphic Arts, a local printer of brochures, catalogues, magazines and other high-quality four-color work.

The operation has been a growing enterprise, according to V. Donald Rebholz, manager of technical development for the parent Times Publishing Co.

Likewise, Quebecor Inc., publisher of dailies and weeklies in Canada, purchased a majority interest in Pendell Printing Inc. of Midland, Mich.

Pitfalls and problems. The downside of commercial printing, according to publishers of newspapers that are engaged in it, is encountering situations and problems that are alien to traditional newspapering. Commercial printing also requires a different type of business acumen.

General managers say the quality expected, inventory of materials and salesmanship for commercial work vary considerably from a newspaper operation.

While newspapers have always been conscious of advertisers' desire for quality printing—and the recent industrywide drive is emphasizing quality more than ever before—newspapers, not the advertisers, still set the quality standards.

When it comes to preprints, though, the advertiser has total control over quality: If the quality is deemed inferior, the advertiser doesn't have to accept or pay for the job.

"If you don't print quality, you don't keep customers for long," says Ray Maly, president of the Columbian Printing Co. and vice president/operations for The Columbian in Vancouver, Wash.

Unlike most newspaper markets, commercial printing is a highly competitive business. "Most people at newspapers don't realize that the commercial printing industry is as competitive as the gas-station business," says Rebholz of the Times Publishing Co.

The near obsession for top quality in commercial printing can strain a newspaper's operations and resources. Advertisers have been known, for instance, to spend literally hours examining samples of a commercial job before giving approval for a press run. The waste-paper factor on commercial press runs can be two to four times that of a four-color edition of a newspaper.

For these reasons, general managers tend to employ commercial production personnel who are more critical, patient and exacting in their work. And, with few exceptions, they tend to keep the newspaper and commercial pressmen separated: Commercial pressmen may assist with the newspaper's run, but newspaper pressmen seldom work on the commercial presses. In the prepress departments—stripping, camera, platemaking—newspapers doing commercial work usually assign their best people to it.

"You have to have competent people at all times," says Maly, "because you're competing with other commercial printers."

Controlling inventories, particularly the paper stocks, is not a serious problem for commercial operations such as those of The Daily Southtown Economist and the Clinton Herald. Generally, they use newsprint exclusively and only in a few widths. What isn't used for one press run can be applied to another.

It's another story for heatset commercial work. Clients can choose from stocks with different weights, widths and finishes; frequently, each client will want a different type of paper.

The same applies to inks. Any number of several hundred inks may be required for any job. While some jobs may call for AdLitho® inks, others could require "scratch" inks that give off a prefume scent.

This taxes operations in two ways: First, it forces the newspaper to employ someone to estimate accurately the materials needed for all jobs. Frequently, the profit margin will depend on how well that person can project costs. Secondly, if the commercial operation is fairly sophisticated, large inventories have to be maintained—usually with the help of a computer.

"You have to run tight and efficiently," says Maly of The Columbian, which stocks web widths in 30 sizes. "You have to have a handle on costs."

The sales dimension of commercial printing also differs considerably. General managers say a newspaper beginning a commercial venture could use its display advertising staff to do some sales. But as the operation grows, the sales staffs should be separated, they say.

"The printing salesman is targeting a different market," says Rebholz. "Every commercial job that comes in is a custom job."

And whereas selling ROP ads does not mandate that sales personnel be intimately familiar with the newspaper's press, the commercial salesman must know the capabilities and limitations of the equipment. Many commercial jobs will have perforations, adhesive envelopes and special folds. The salesman lacking the technical expertise may sell a job the newspaper can't deliver.

"The person who sells commercial printing has got to be a technical expert," says Daytona's Davidson. "It takes a lot of day-to-day management and expertise" to be successful with commercial printing.

There are other problems, too. It is not uncommon for a commercial client to change a job several times, even on the day of the press run. The commercial operation must have schedules flexible enough to allow for such changes.

The Columbian schedules commercial work six months in advance and updates that schedule daily, Maly says. "We change our press schedules four or five times a day."

> *"We feel we are just scratching the surface of the market right now."*

Commercial printers can't run corrections the way newspapers can. Once a number fall off a paste up, Loos recalls, and the job was printed with the error. To correct it, Midwest Offset had to buy advertising space in the major dailies serving the markets in which the preprint had been distributed.

Also, because of the huge waste factor involved in printing to such meticulous standards, newspapers have had to establish ways of getting rid of the huge amount of waste paper generated in commercial operations [presstime, March 1985, p. 62].

One benefit of the emphasis on printing quality for commercial work is the spillover effect it can have on newspaper operations. Rogers reports that The Oregonian's quality has improved because of its involvement in commercial printing.

The Oregonian's latest expansion into the commercial field entailed the purchase in March 1984 of a Harris Graphics NC400 heatset offset press. And the story behind that model of press buttresses the view of most observers that despite the problems associated with commercial printing, newspapers will continue to become increasingly involved in it.

The NC400 was designed for use both as a newspaper press and as a commercial press, according to Sid McDonald, manager of North American sales/Commercial Press Division of Harris Graphics.

Another major press manufacturer, Goss, has re-engineered presses originally designed for newspaper production to make them suitable for commercial work.

"We feel we are just scratching the surface of the market," says Patrick T. Cassady, Goss national sales manager/single-width products, "and there is potential for much more business." ☐

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SAUs

Advertisers love them, but standard ad sizes have not produced notable increases in advertising expenditures in newspapers

BY MARGARET GENOVESE
presstime staff writer

Despite being unable to point to any increases in advertising directly attributable to the expanded Standard Advertising Unit system, newspaper advertising executives consider the project a success.

"It's probably been one of the best things that the News and the newspaper industry have done in many years," says William C. DeTine, general advertising sales manager of The Buffalo News.

As the one-year anniversary of the expanded SAU® system in the United States approaches, Canadian newspapers are gearing up to implement their own system, called Canadian Newspaper Units, on Oct. 1. (See story, facing page.)

The SAU system implemented last July 1 called for newspapers voluntarily to adopt a 13-inch-wide page with a six-column advertising format. It also called for use of the inch as the unit of vertical measure of advertising, replacing the line [presstime, June 1984, p. 46].

Previously, newspapers had a wide variety of page widths and formats, making it impossible for advertisers to make up one ad that would fit perfectly in all newspapers. An earlier version of the SAU system provided a set of advertising units that were a compromise among the different newspaper sizes.

The entire effort was designed to assist multimarket advertisers and their ad agencies—to remove "the hassle element," as Charles M. Kinsolving Jr., vice president marketing/new technology for the Newspaper Advertising Bureau, puts it.

In that respect, the program has scored a direct hit.

"It's much more convenient for me," says Mary Ellen Seacrest, media buyer for J.H. Lewis Advertising in Birmingham, citing the ease of figuring the cost of an ad campaign. "I love it."

"I think it is one of the most marvelous things that has happened to print advertising," says Bobbie B. Spencer, vice president/media director for Enlin & Hall, a Tampa ad agency. She says the size consistency improves quality control for the agency and saves money for clients who do not have to foot the bill for multiple "mechanicals"—the pasted-up boards from which phototypeset "slicks" are made.

In a business seldom marked by unanimity, SAUs have probably come as close to universal acceptance as possible in so short a period.

At the end of 1984, NAB had counted 1,396 daily newspapers, out of the total 1,688, in total conformity, with another 198 dailies saying they would accept advertising in SAU sizes. Since then, another 20 newspapers have converted, according to Kinsolving.

"These papers, in the aggregate, account for 99 percent of all daily circulation," he says. "There is no reason not to say it is unanimous."

However, weeklies have not been as quick to embrace the system. By this spring, 52 percent of the approximately 7,000 weekies represented by American Newspaper Representatives had adopted the SAU specifications, according to James F. Langdon, president of ANR, a firm that represents weeklies and small dailies to national advertisers.

"Weeklies by nature are smaller, community newspapers," says Langdon. "They don't receive as much national advertising as dailies, and I think, logically, they are going to be a little slower in adopting the measurement. But I think, over time, more and more will convert to it."

No panacea. When the standardized format was proposed, it was described not only as a means of benefitting advertisers, but also as something that would lead to an improvement in newspapers' ad performance.

"Many of us believe that newspapers stand on the threshold of a great opportunity—an opportunity to serve our advertisers better and thus to increase our share of advertising dollars," wrote the chairmen of ANPA and NAB in a 1983 letter to publishers soliciting their views on the proposal.

However, in 1984, although expenditures in daily newspapers for national and retail advertising rose, daily newspapers' share of expenditures for both categories declined—

DeTine and Buffalo News promotion coordinator Linda Meyer examine SAU promotional materials.

from 6.4 percent to 6.1 percent for national, according to the McCann-Erickson Inc. ad agency; and from 43.3 percent to 42.7 for retail, according to NAB. (See story, p. 66.)

And ad agency personnel, however thrilled they are about SAUs, say it has not caused them to increase their newspaper advertising.

"Just because they've changed the system hasn't made me buy any more than I would have been buying," says Charlotte Rotstein, media planner for Foote, Cone & Belding in Chicago, who believes that media buying is not based on ease of ad placement but on the needs of the client.

Even before SAUs, "I wouldn't say we influenced clients away from newspapers because they were harder to work with," adds Laurie G. Houg, media director for E.B. Lane & Associates Inc. of Phoenix.

Mirroring the comments of the ad agencies, newspaper advertising executives say they cannot identify any advertising increases stemming from the new standardization. But they are not disappointed in the system.

"Certainly, the relationship with the advertisers is better," says Kendall L. Somers, advertising director for Newspaper Printing Co., the advertising sales agent for the Tulsa (Okla.) World and The Tulsa Tribune. And, he adds: "Any time that you can improve your relationship with the advertiser, you have an opportunity to sell him more advertising."

He did not expect any "radical" increase in space sales because of SAUs, anyway, says R.E. Moore, general advertising manager for Greater Philadelphia Newspapers, a three-newspaper division of the Calkins Newspapers group. "I don't think there is any strong relation between the two. . . . It's more of a convenience thing."

But Moore believes that "what is good for the agencies and national advertisers has got to be good for newspapers at some point in time."

This position is echoed by Leo Bogart, executive vice president and general manager of NAB.

"I think that this whole business of trying to relate cause and effect in a field where you have so many complicated factors at work is a very fruitless one," says Bogart. "It would have been naive at any point to suggest that with all of the considerations that an advertiser has in mind when he decides how much money to spend and where, that something like the SAU would suddenly convince him to increase his newspaper investment by a given amount."

The newspaper industry will see the results of the switch to SAUs "over time" in combination with the other steps it has taken, including NEWSPLAN discounts and standardized audience research, Bogart says.

Now that the SAU system is in full swing, the NAB's Kinsolving says there are a number of other things newspapers should do in the same spirit, including:

- Standardizing classified advertising, or at least classified display format
- Standardizing or eliminating policies that require minimum volumes for color advertising purchases
- Standardizing "rate breaks" (the levels of advertising volume at which volume discounts apply)
- Standardizing the size and shape of television log books
- Refining the standardized invoice elements recommended by the International Newspaper Financial Executives. ☐

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Like the SAU® system, the Canadian Newspaper Units system uses a six-column format and a 13-inch-wide page for broadsheet newspapers.

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Billing will be done in modular agate lines.

Tabloid newspapers are asked to use a five-column format and a 10¼-inch-wide page under the system.

The system was developed by a task force of the Canadian Daily Newspaper Publishers Association in cooperation with other newspaper and advertising organizations.

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Newspapers provide job opportunities to the HANDICAPPED

BY CLARK NEWSOM
presstime labor writer

During the hot-metal era of printing, newspapers were among the largest employers of the handicapped because, historically, state schools for the deaf trained their students to work as printers in newspaper composing rooms.

With the switch from hot-metal linecasters to cold type over the past two decades, and the large reduction in printers that followed, the newspaper business can no longer claim to be a leader in the hiring of the handicapped.

But many newspapers still do have handicapped persons on their rolls and, like many other businesses, newspaper companies are beginning to make efforts to hire more people with various physical and mental disabilities.

Much of the growing awareness that the handicapped should be included in affirmative action hiring programs along with women and minorities stems from state and local bans on hiring discrimination and, on the national level, from the President's Committee on Employment of the Handicapped. Among other things, the committee sponsors a Job Accommodation Network that operates a national hotline (800-JAN-PCEH) for employers who need information about accommodating disabled employees.

According to the U.S. Census Bureau, there are about 13 million disabled people in the work force—3.7 percent of the total.

Although their numbers are dwindling, deaf printers still make up the largest single element of handicapped employees at newspapers. They were originally attracted to printing because instructions for a particular job usually are in writing and little verbal communication is involved, notes Richard S. Elliott, senior career opportunities advisor of the National Center on Employment of the Deaf, a division of the Rochester Institute of Technology.

Elliott says that deaf workers are especially productive because they concentrate on quality and are not easily distracted. But many RIT graduates with associate degrees in the printing production program are going to work nowadays at commercial printing companies. Few are becoming newspaper printers, he notes.

Yet many remain from the earlier printing era at newspapers. For example, the Arkansas Gazette in Little Rock has five deaf printers in the composing room, the Wichita (Kan.) Eagle-Beacon has nine deaf people working in prepress areas—camera, platemaking and composing.

"We've had deaf printers at the newspaper for many years," says Eagle-Beacon Prepress Manager Robert W. Hoch, "and on the whole, their contribution is every bit as valuable as other employees."

At The Washington Post, the number of deaf printers has dropped from about 150 in 1974 to about 80 today, reports General Foreman Earnest T. Smith. The reduction occurred through natural attrition and cash incentives offered for early retirement. The large number of deaf printers at the Post resulted in part from its proximity to Gallaudet College in Washington, the world's only liberal arts college for deaf people, which attracted deaf persons from other parts of the country. When some of them found they could get jobs at the Post, they elected to work there rather than attend school. Others worked as substitute printers while attending the college, Smith says.

Affirmative action programs have greatly expanded the types if not the numbers of disabled persons now working at newspapers.

Gannett Co.'s affirmative action program encompasses the employment of the handicapped, notes Shirley E. Dilsworth, manager/equal employment opportunity. She says work environments are modified where possible to provide

Blair Kooistra

Intern Don Collins became adept at using a VDT at The Idaho Statesman.

employment opportunities for handicapped persons.

Douglas C. Harris, vice president/personnel for Knight-Ridder Newspapers Inc., says it is also his company's policy to hire the handicapped. "We do affirmatively hire," he says, and handicapped applicants are eligible for any job they can perform. At many of the company's newspapers, free physical examinations are given prospective employees to determine whether they can perform certain jobs.

At The Patriot Ledger in Quincy, Mass., there is a written policy stating that the company will "ensure equal employment opportunity to all individuals without regard to race, color, religion, physical or mental handicap, sex, age or national origin."

At the St. Petersburg Times and Evening Independent, Personnel Manager Allen R. Dwyer says, "We have always hired the handicapped and a statement to that effect will be included in the next printing of our personnel manual."

Individual efforts. These and similar commitments—despite the relatively small numbers involved—have furnished some success stories involving newspapers and the handicapped.

The Fort Worth Star-Telegram was recently cited as "Employer of the Year" by the Texas State Commission for the Blind.

Elizabeth D. Campbell, blind since birth, has been working at the Star-Telegram as an editorial assistant since her graduation a year ago from the Department of Journalism at Baylor University in Waco, Texas. She is currently assigned to the religion beat, "training for reporter," she says.

Campbell writes her stories on an Apple IIe with an Echo II speech synthesizer. She also uses a portable VersaBraille terminal, with a 20-character Braille display window, that she can take on interviews. The two terminals can be connected and stories sent to an editor by telephone modem.

"The paper has been very, very helpful and supportive when I have technical problems," Campbell says.

Loyal N. Gould, chairman of Baylor's journalism department, notes that Campbell was named outstanding graduate. "Her hearing is highly developed," Gould says. "She would notice so many things that the rest of us didn't."

The Fort Worth paper, which is owned by Capital Cities Communications, also employs another sightless person in the circulation department as a verifier of subscriptions.

Fort Worth Star-Telegram's Campbell, blind since birth, helps cover the religion beat.

In addition, it has two paraplegics working in the circulation department as customer service representatives.

Also in Texas, there is a 24-year-old blind carrier, Randy Clutter, delivering the Austin American-Statesman on an apartment route.

The Morning News and Evening Journal in Wilmington, Del., have agreed to serve as on-the-job training sites for the Delaware Elwyn Institute, part of a national rehabilitation organization that trains and counsels the handicapped. The Gannett Foundation was among those contributing to the construction of the Delaware rehabilitation center.

Barrows' guide dog rests comfortably in The Hartford Courant's newsroom.

So far, the Wilmington dailies have had three trainees with hearing and speech problems working in the accounting and building maintenance departments, reports Charles E. Smith Jr., director of human resources. The trainees, who are paid by the institute, undergo extensive training at the institute's facility before they are referred to Gannett or another participating company.

"We feel strongly that we're providing important and meaningful work experiences for these people," Smith says. "They get experience in everyday work responsibilities." That includes, he says, arriving at work on time, following directions, completing tasks and assignments, and getting along with people. "So many things we take for granted, for them it can be very difficult. My experience has been that these people are oftentimes more dependable and reliable than you might expect."

An employee of another Gannett paper, the Reno Gazette-Journal, was named Nevada's Female Handicapped Employee of the Year in 1984. Lisa A. Kaskie, who has a progressive neuromuscular disorder and cannot walk without using crutches, works part-time during the week as a business office clerk-cashier and weekends as the newspaper's switchboard operator. She is a 21-year-old junior at the University of Nevada-Reno.

Last summer, The Idaho Statesman in Boise employed a quadraplegic in the newsroom as an intern. He operated a special video display terminal at a work station of his own design, according to executives of the Gannett daily.

Newspapers in The Times Mirror Co. group, such as Newsday, The Hartford Courant and the Los Angeles Times, are also active in helping handicapped people lead useful, productive lives.

Daniel V. Mannix, director of employee relations for Newsday, reports that the Long Island, N.Y., newspaper has a dozen employees who have learning disabilities. A blind employee of the Hartford daily works full-time in the newsroom as a staff assistant. Blind since birth, Brad Barrows operates the switchboard, takes and types messages at 70 words a minute, and files them in reporters' mail slots. He was hired as a part-time employee in 1983.

The Los Angeles Times has had a blind employee in the news department since 1973. Mike Leon works as a news transcriber, typing stories from audio tapes onto a video display terminal. "He's one of the best spellers we have," says Assistant Managing Editor Ted Weegar.

Also at the Times, Kenneth F. Chevis,

director of information systems, is working with a non-profit organization called LIFT for the possible permanent employment of a severely handicapped person in a wheelchair to work as a programmer in the data processing department. Now involved in a special program at the newspaper, the handicapped person "is extremely intelligent and creative and does fine work in the programming area," Chevis says. A decision will be made soon on whether to offer him full-time employment, Chevis says.

Legal, union considerations. Some of the things newspapers have done in hiring and providing for the handicapped grew out of increased activity among lawmakers at the state and local levels.

Laws governing the hiring of the disabled vary from state to state and locality to locality. All but a handful of the states now have fair-employment-practices laws forbidding bias based on a handicap.

The Oregonian, for instance, has an affirmative action agreement with the city of Portland that includes a commitment to hire the handicapped whenever possible.

> *"We feel strongly that we're providing important and meaningful work experiences."*

The Newhouse newspaper recently hired a blind person for the circulation telephone sales department. "He's doing a fabulous job," reports Personnel Manager Frank E. Lesage. The company also installed electronic devices to enable employees in wheelchairs to open doors.

To comply with local ordinances or through voluntary initiative, The Oregonian and many other newspapers have taken the handicapped into consideration when they built new facilities.

Newsday's plant, opened in October 1979, has special ramp, toilet and parking facilities for the handicapped.

All areas of The Calgary (Alberta) Herald's plant are accessible to the handicapped. "It was a feature in the planning of the building," notes H.O. Thomasson, vice president/human resources for Southam Inc., who was general manager of the Southam-owned Herald when the new plant opened in 1981.

New plants are not the only ones where the handicapped have been taken into account. The New York Times, for example, has modified toilet facilities in its plant and made special provisions for the handicapped when a new computerized elevator system was installed.

There is no federal law in the United States prohibiting discrimination against handicapped people, except as affects the federal government and firms doing business with the government.

In Canada, on the other hand, the new constitution (known as the Charter of Rights and Freedoms) states that every individual is "equal before and under the law and has the right to the equal protection and equal benefit of the law without discrimination and, in particular, without discrimination based on race, national or ethnic origin, color, religion, sex, age *or mental or physical disability* (italics added)."

The application of this provision on disability was discussed at a recent employee relations seminar sponsored by the Canadian Daily Newspaper Publishers Association. This is reportedly the first time any country has entrenched such rights in a constitution as opposed to conventional legislation.

"There is a lot of awareness of it," says Southam's Thomasson. "The lawyers tell us that everything must be based on ability to do the job."

Bars to discrimination against the handicapped are contained in at least three labor agreements with The Newspaper Guild—at The Seattle Times, The Sacramento Bee and The Enterprise of Brockton, Mass. The Guild contract at the latter states: "The publisher agrees not to discriminate against employees in the bargaining unit in violation of applicable laws prohibiting discrimination on account of race, religion, creed, sex, age, national origin or handicap."

Joyce D. Miller, an AFL-CIO vice president, says such collective bargaining offers an opportunity for "creative collaboration" between management and labor on ways to assist the disabled. ☐

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William Hilliard

Once denied a paper route, now he's the editor

BY MARCIA RUTH
presstime staff writer

"Low key" and "low profile" are the first words that come to mind when one watches him work. It takes a little longer to see why he is also described as "strong-minded . . . strong-willed." And invariably the word "integrity" rises to the top of the list when people describe William Arthur Hilliard, executive editor of The Oregonian in Portland.

"He can walk through a room without knocking people over, but the more you know him, the more impressed you are," says James B. King, executive editor and vice president of The Seattle Times.

One of the few journalists actually to make the legendary climb to top editor at the same newspaper where he started as an office boy, Hilliard is also one of a handful of blacks in top editorial positions at major metropolitan dailies.

Unassuming he may be, but the superlatives flow easily from people who work with him. And co-workers are quick to point out the double nature of his talent. "He has excellent newspaper and human judgments in dealing with the issues of the day as well as with people—folks in the community," says Assistant Managing Editor Judson Randall, who has worked with Hilliard for 16 of the 33 years Hilliard has been at The Oregonian.

Biweekly "brown bag" lunches where community leaders sit in on story conferences, and seminars at which such leaders are invited to speak to The Oregonian's staff, are part of Hilliard's down-to-earth leadership style.

So is his demand that reporters focus their attention on more than their specific beats. "I want them to be aware of the community," he says, and advises: "Don't live in one section of town and have no idea of what goes on in another. If you're worth your salt, on the weekend get out there and look around."

Hilliard adds that observation is not enough: Journalists should also participate in community affairs. "Newspaper people should be among the most knowledgeable in our community," he says, "and in order to be knowledgeable, you have to be part of something from time to time." However, Hilliard recognizes the potential for real or perceived conflicts of interest, and says journalists must be selective in their community involvement.

Hilliard's long-term commitment outside of The Oregonian is to the National Urban League, including six years on its board of trustees and two years as chairman of the league's annual conference.

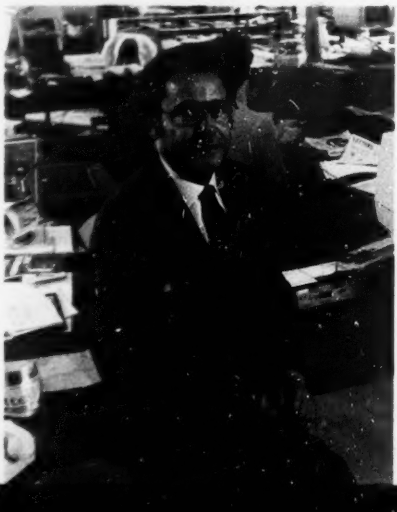
He is also likely to show up at an elementary school and enter into a dialogue with fourth-grade students.

Such policies have "brought a humaneness to the newsroom," says News Editor John M. Harvey. "I think we're not as hard-hearted when we're doing stories. I think we stop and think, 'How will this affect the people involved?'"

Hilliard's managerial and organizational skills helped smooth the way when the competitive news operations of the evening Oregon Journal and The Oregonian, then a morning paper, were merged in 1982. The result of that merger, the all-day Oregonian (circulation 309,395), has a newsroom staff of close to 300—the second largest in the West, after the Los Angeles Times.

Since the merger, Hilliard has orchestrated a major renovation of the 134-year-old Oregonian, adding zoned editions, developing new special sections, revamping the Sunday magazine and modernizing the graphics.

"If we are putting out a good paper today, he's (Hilliard's) the one responsible for it," says Fred A. Stickel, president and publisher of the Newhouse Newspapers-owned Oregonian.



At 58, Hilliard is a survivor of far more radical changes at The Oregonian and in the city where he has lived since 1936.

Hilliard, whose mother was a domestic worker and whose step-father was a laborer, grew up in a society where he "couldn't bowl in the bowling alley . . . swim in the pools . . . eat in the restaurants . . . sit in the corner drugstore and have a Coke."

Although his childhood neighborhood in Portland was integrated—he started a mimeographed paper there—he was turned down because of his race when he sought an Oregonian paper route.

And when he got to the University of Oregon, a journalism professor told him there would be no jobs for blacks on a "white" newspaper, and that black newspapers weren't up to Hilliard's standards. The professor suggested that he consider another field.

Determined to pursue the only career he ever really considered, he transferred to Pacific University in Forest Grove, Ore., near Portland, where he graduated with a bachelor's degree in journalism in 1952.

An avid reader of black newspapers from cities like Chicago, Pittsburgh and Norfolk, Va., "I knew there were blacks who wrote well and did well in a segregated society," so he published a black paper of his own—the Portland Challenger—from 1951 to 1953.

Shortly after his graduation from college, the young publisher was hired as an "office boy" at The Oregonian. Hilliard moved quickly to the sports department where he became the paper's first black staff writer, then to general assignment reporting. For 17 years he covered a wide range of subjects—religion, politics, culture, police, city hall—and worked as a picture editor. When in his mid-40s, he started to rise "up through the chairs"—city editor in 1971, assistant managing editor in 1975, executive editor in 1982.

As a reporter, Hilliard prodded The Oregonian to cover the civil rights struggles of the '60s. Told there were not enough blacks in Portland to justify sending reporters to cover unfolding events in the South, he convinced his editors it was the whites who needed to understand.

Now, as an editor, he says he is focusing on hiring more minority journalists. Currently, they comprise only about 4 percent of The Oregonian's news staff, while Portland's minority population has risen to about 10 percent. "We have to do better than we're doing," he says.

Hilliard, who is divorced and has three grown children, lives in Portland, less than 10 miles from the neighborhood where he grew up. ☐

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There's encouraging news about newspapers' credibility, and it's in a surprising location

BY PHILIP MEYER

That long, painful decline of public trust in newspapers has turned around. The public image of the press has reached a five-year high. On the key attributes that are the most important to editors—accuracy, completeness and trustworthiness—the adults who say good things about their newspapers far outnumber those with bad things to say.

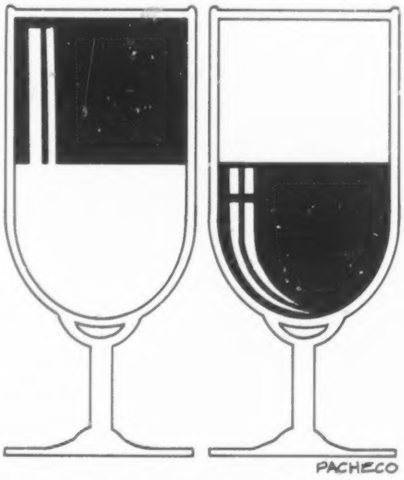
And, perhaps most encouraging of all, even those people who have a dour view of the press in general tend to respect the papers they read most often.

Stunning new results from yet another megabucks survey? Well, not exactly. This information comes from the study, "Newspaper Credibility: Building Reader Trust" which was the highlight of the April meeting of the American Society of Newspaper Editors. That's right: The same study that produced all those mea culpas, hair shirts and newspaper headlines about eroding public confidence in our industry contains a heartening bundle of good news.

It is the old problem of the half-empty, half-full glass. The empty half is in fashion right now, and so it is easy to ignore the full half. But the data which MORI Research Inc. collected for ASNE are rich with encouraging findings.

Foremost among the good tidings is the sharp break in the trend line. The MORI survey replicated the Louis Harris question on confidence in the people running the press. This question has been asked by Harris since 1966 [presstime, Feb. 1983, p. 4] and by the National Opinion Research Center since 1973 and is the chief source of trend data on credibility. Respondents choose between expressing "a great deal," "some," or "hardly any" confidence in the people running various institutions, including "the press."

The slide started in 1980, the last year of the Carter administration. From then on, the people with "hardly any" confidence in the press outnumbered those with "a great deal" of confidence. In the NORC survey, the low point for press credibility was 1983, when the "hardly any" group outnumbered the "great deal" segment by 10 percentage points.



Is the glass half-empty or half-full?

In the spring of 1984, that gap shrank to six points. The good news from MORI is that it dwindled rapidly after that, reaching an insignificant fraction of a percentage point with more than 23 percent expressing a great deal of confidence in the press and a bit less than 24 percent claiming hardly any confidence.

Confirmation of that good news will have to await the 1985 NORC report, which uses face-to-face interviews conducted in February, March and April. (MORI asked the question by telephone in the Christmas season. It might have made respondents uncommonly jolly.) Meanwhile, there is reason to hope.

One of MORI Research's major contributions is that it went behind this off-the-shelf question to find out what people really mean when they mention "the press." It turns out that a lot of non-newspaper dislikes contaminate that record. Some publishers, such as Creed Black of the Lexington (Ky.) Herald-Leader, have voiced this suspicion, and now there is evidence to support it.

The MORI interviewers asked their respondents to tell them what they think of when they hear the term "the press." Some did not differentiate the press from media in general. A few mentioned magazines and other kinds of print media.

Anticipating such a reaction, MORI made an addition to the list of institutions it asked about. After people had rated TV, the press, banks, and others, they were asked about "newspapers in general." And newspapers turned out to be considerably better liked than "the press." Respondents with a great deal of confidence outnumbered the low-confidence group by 10 percentage points.

Even newspapers' hard-core detractors mellowed when they were asked about a specific newspaper—the one they read most often. Asked to rate that newspaper on a 5-point scale ranging from "can be trusted" to "can't be trusted," these supposed newspaper haters tilted to the favorable side. Nearly twice as many (37 percent) gave positive ratings as gave negative ratings (19 percent). The rest were neutral.

The nasty headlines emanating from the April ASNE meeting picked up on the lead of the printed report, which announced that "three-fourths of all adults have some problem with the credibility of the media. . . ." That sounds like a heavy vote of no-confidence, but the data behind that horrendous figure deal with issues that are tangential to the issue of credibility.

Philip Meyer is the William Rand Kenan Jr. professor of journalism at the University of North Carolina at Chapel Hill. He conducted his own analysis of the MORI data for presstime.

Backup for the statement that three-fourths have a problem consists of such groups as the 78 percent who agreed that most news reporters don't worry much about hurting people, and the 71 percent who said that a person's right to a fair trial is more important than the public's right to be informed.

These attitudes, while important, are not central to the question of whether newspapers are believed. And when the issue of credibility is stripped to its essentials of trust, accuracy, completeness and freedom from bias, the picture brightens considerably.

Philip Meyer

One problem with the MORI analysis was that its broad definition of credibility was not very clear. The general definition used a scale created by summing responses to a dozen questions where people rated their newspapers on such dimensions as fairness and the quality of reporter training.

Statistically, these 12 items do hang together well enough in the data so that it appears they all define one attitude toward the newspaper. But their content is so varied that it may not be fair to call that attitude credibility. It may be more of a warm, fuzzy feeling toward the paper. Four of the 12 items stand out more sharply than the rest, and they more clearly represent the fundamentals of the credibility problem. They deal with whether a newspaper is unbiased, tells the whole story, is accurate, and can be trusted.

When these four items are scored on a five-point scale and averaged (with 5 standing for the favorable answer), newspapers rate a 3.3, which is pretty good. Looking at it another way, 55 percent came out with a favorable overall rating, 16 percent were at dead center, and only 29 percent netted out on the unfavorable side.

By focusing on narrow issues like this, we can highlight different components of the credibility problem. Another cluster, one with two items, dealt with credibility from a collective perspective. The questions rated the newspaper according to how much it was "concerned with the community's well being" and whether it was "patriotic." Treating this dimension with the same 5-point scale, the average reader comes out with a healthy 3.7, and 67 percent are on the positive side.

Where was all this good news when ASNE met in April? Much of it was flashed before the members' eyes on elegant slides. Some was in the printed report. More remains to be teased from the raw data which MORI and ASNE have generously made available to other analysts. That the good news was not well attended to reflects the current fashion in the news business, which is self-criticism to stimulate self-improvement. This condition is not unwholesome. Bad news gets attention, and in the process of laying it out, the ASNE report provides a benchmark against which a newspaper can measure its own performance.

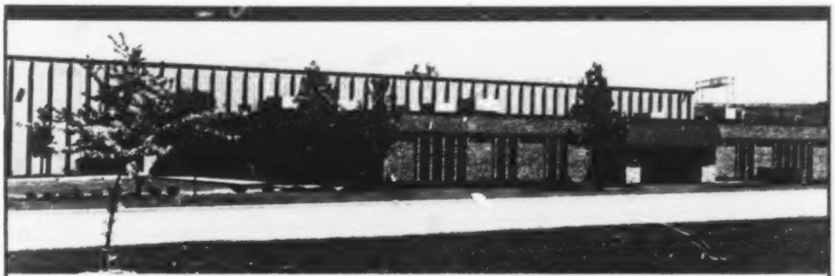
A serious and unaddressed question is just how much of the credibility problem is within the control of newspapers. The report implied that steps to improve reader access will visibly improve credibility. But the evidence is not strong.

It is true that readers who believe their papers have ombudsmen are more likely to trust those papers. What the ASNE report did not say is that belief, not reality, is the key. The MORI data show that readers whose papers actually have formal ombudsmen are neither more nor less likely to be trusting. So adding an ombudsman to an untrustworthy paper does not seem likely to help.

Further evidence that much of the credibility problem is beyond local control comes from an authoritative source not mentioned in the report. Political scientists Seymour Martin Lipset and William Schneider, looking at three decades of credibility research, found that confidence in all instutions tends to follow the news. When the news is good, confidence is up. When it is bad, confidence is down.

This connection may seem unfair to news people who complain that the bearer of bad news should not suffer the blame. But if, as we are fond of pointing out, the Fourth Estate is an essential part of the democratic process, then perhaps we should bear our share of the responsibility when democratic institutions produce poor results. The watchdog function is real, it does make a difference, and it is recognized and appreciated by the public. The ASNE report is clear on that score.

The most important route to credibility then may be simply to do what newspapers are supposed to do: Report the news completely, accurately and fairly and provide the vigorous oversight function that keeps democratic institutions functioning in the public interest. The people with the best answer to the credibility problem may be the editors who are building confidence in that fundamental way. They build slowly, but they build with bricks. □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Paul Borgardt,
Display Sales Manager
Arlington Heights (Ill.)
Daily Herald

*Paddock Publications
Market Research Department, 1984

The Fresno Bee
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Kim L. Arnett, vice president-administration of Ingersoll Publications, and Murray D. Schwartz, publisher of the Delaware County (Pa.) Daily Times, relax on the boardwalk.

CONVENTION REPORT

Concerns take back seat to sunny outlook

Befitting a meeting held in Miami Beach, across Biscayne Bay from Miami, "Gateway to Latin America," the 99th Annual ANPA Convention evoked a strong international flavor.

Under the tropical sun of South Florida and in the resort setting of the Fontainebleau Hilton, newspaper executives focused on the status of press freedom in the Caribbean Basin, Central America and South America, as well as on developments affecting the newspaper business in North America.

Reflecting the weather, the general mood of the gathering was sunny and warm. The still-buoyant economy undoubtedly had a lot to do with that.

In fact, unlike most previous conventions, the May 6-8 assembly seemed to lack a central, overriding concern that was uppermost in the minds of newspaper executives. Improving production quality, increasing circulation and keeping ahead of the competition were some of the things cited as leading concerns.

The news headlining their own business pages also was a major topic of publishers' Convention conversations. Some wondered whether venerable United Press International, mired in the most severe financial straits of its 78-year life, could extricate itself and survive. Others speculated about the impact on the newspaper business of the recent wave of media mergers and acquisitions.

Nor was this year's Convention program dominated by a single issue. Several of the 2,170 registrants (139 fewer than attended the 1984 Convention in Montreal) said, though, that it was remarkable for the quality and range of speakers.

In his keynote address, ANPA Chairman and President Richard J.V. Johnson characterized it as the "heads-of-state" Convention, referring to the fact that many of the meeting's speakers are leaders in their fields—U.S. Chief Justice Warren E. Burger, the Rev. Billy Graham, Jamaican Prime Minister Edward Seaga, Commissioner of Baseball Peter Ueberroth and U.S. Ambassador to the United Nations Vernon Walters.

But it was former Secretary of State Henry A. Kissinger who put the Latin-accented Convention into perspective when he pointedly reminded publishers that as visitors to Miami, they were closer to Managua, Nicaragua, than to New York City.

The heavily accented eloquence of three Central and South American journalists who have led the fight for press rights served as another reminder: that the fundamental freedoms under which their North American counterparts operate are far from universal.

Closer to home, for the second year in a row, the Associated Press devoted its portion of the Convention program to an exploration of newspapers' credibility problems. The lively exchange among the session's panelists was as entertaining as it was enlightening.

Another recurring issue was direct-mail competition. How to answer it was the subject of one of the Convention's four nuts-and-bolts clinics. The others focused on personnel issues, management techniques and production developments, including a look at what is being done to try to solve the ink rub-off nuisance.

ANPA Chairman and President Johnson also presented the Convention with an agenda for action. He said his "special targets" for the Association are improvements in printing quality, minority opportunity and literacy.

That gives publishers a lot to aim at before they pack their bags next spring and head West, to the Association's 100th annual meeting in San Francisco. ☐

Kissinger gives international overview.

Johnson urges more action toward three newspaper goals

Day 1 — May 6

- ✓ Goals for ANPA
- ✓ Lively debate on credibility
- ✓ Report from a sports world leader

In his initial keynote address to an ANPA Convention, ANPA Chairman and President Richard J.V. Johnson left no doubt that he has an agenda for the Association and the newspaper business.

"I have a trio of special targets," he said, "printing quality, minority opportunity and literacy."

In each, progress is being made, but more should and must be done, Johnson told the audience of about 1,400 at the Keynote Breakfast as he formally opened the Convention.

While most of the fire in his remarks was reserved for laying down the challenge to the business in these three areas, Johnson also devoted part of his 12-minute speech to the traditional assessment of the Association's activities, or the "state of ANPA" remarks, as he called them.

That assessment was a positive one, and Johnson, president of the Houston Chronicle, gave much of the credit to the leaders of ANPA's 22 standing and special committees and task forces, who were seated on the dais for the affair, and to the 400 other newspaper executives who work on the Association's committees.

Of his three major targets, Johnson led with ANPA's commitment to improved printing quality.

"Much work has been done in a systems approach to quality, much remains to be done on inks, presses, paper, cameras, color, electronics and training," he said. "It is not enough for just a few of us to do it," he warned. "Our national and regional advertisers form opinions about newspapers as a whole and make decisions accordingly. Our readers move from place to place and carry impressions about newspapers with them."

On minorities, the ANPA chairman noted that there has been "a lot of talking and planning and getting ready in this minority employment and promotion ball park. Now it is time to play the game smartly."

Sounding a theme subsequently repeated in other Convention sessions, Johnson said, "Our posture is plain: Newspapers must always be a part of their communities, not *apart from* them. We want and need our employees to be both representative of and knowledgeable about the public we serve."

On the third target—literacy—Johnson said the long-term effort needed "still is too low on our priorities." He cited some statistics: 1 million American teenagers read below the third-grade, survival level; the United States ranks 49th of 158 United Nations members in literacy levels; there are 60 million illiterates in the Free World.

Richard J.V. Johnson

"Some of us already are doing a lot," he said. "Most of us are doing less than we should, and that is a luxury we can no longer afford."

Addressing the "state of ANPA," Johnson enumerated Association highlights of the past year, his first at the ANPA helm.

These included progress achieved in: development of non-petroleum-based black inks and the search for economical low-rub-off inks; training programs utilized by more than 800 newspaper personnel; operation of the Standard Advertising Unit system; public policy issues involving the Freedom of Information Act, military press pools, postal rates, and a variety of other matters in the legislative, regulatory and judicial arenas; human-resource assistance and information to members; savings to members of several hundred thousand dollars through the Hertz car rental and ANPASURE® risk insurance programs; collection of $1.7 million in past due receivables via ANPA Credit Bureau Inc.; and ANPA Foundation's expansion of the Newspaper in Education program. □

Kissinger exercises diplomacy in remarks

Former Secretary of State Henry A. Kissinger, who has both tangled with and courted the press during his many years on the world stage, generally steered clear of discussion of the press during his address at the opening Convention session.

Instead, with familiarity and some wit, he presented an assessment of East-West relations and an overview of the world scene and how it affects U.S. interests.

His only reference to the press came during the question-and-answer period following his nearly half-hour address when he was asked about the then-raging controversy over President Reagan's visit to the Bitburg cemetery in Germany where some Nazi SS troops are buried.

The German-born Kissinger, who attributed Reagan's decision to an "honest mistake," said the press gave "not unfair treatment" to the story. It was, he said, a "valid story," but he regretted that as the story got "written again and again" it gave the impression of a "firestorm." □

A clash on what to believe about press credibility

The liveliest panel discussion focused on what is currently one of the liveliest topics in the news business: credibility, or lack of it.

The centerpiece for the discussion was the recently released American Society of Newspaper Editors report on "Newspaper Credibility: Building Reader Trust." (See essay, p. 27.) And there was disagreement right off the bat as to the extent and source of the problem.

Louis D. Boccardi

Benjamin C. Bradlee, executive editor of The Washington Post, observed that columnist Walter Lippmann was warning in 1920 of dire consequences if newspapers did not do something about their poor standing with the public. "You have read the same kind of thing every year," Bradlee said.

If circulation were going down "as fast as our unpopularity was going up," he added, "I think I might be a little bit more worried."

Bradlee's assessment was challenged by Larry Jinks, senior vice president/news of Knight-Ridder Newspapers Inc. While agreeing that the credibility problem has existed "since 1920 and before that to some degree," Jinks said he believes "it's been a good deal worse in recent years." As proof, he cited not only research reports but also "conversational, anecdotal evidence" and "an increasingly hostile legal climate."

To remedy the situation, Jinks recommended that the media address "three major sins" perceived by the public: inaccuracy, unfairness and arrogance.

Bradlee shot back that he doesn't think the public is worried about these matters. Instead, he said "an awful lot of the criticism" is being generated by what he called "wackos"—people who accuse the press of having a liberal or some other bias.

Later in the discussion, Bradlee amplified those remarks by saying that certain organizations "are kind of leading the charge in the press-bashing that goes on now. . . . I think that we ought to realize that there is some orchestration to it (criticism), and it is falling on very fertile ears."

The broadcast member of the panel, Don Hewitt of CBS-TV, put it in even stronger terms when he asserted: "Mostly what we're being attacked for is a left-wing bias," which he strongly denied exists in network television or in major newspapers.

"If I'm hearing you guys right," Jinks said at one point, referring to Hewitt and Bradlee, "you think there is a conspiracy theory that explains the credibility issue."

"Yes," replied Hewitt.

Jinks said the fact that there are people who accuse CBS and The Washington Post of liberal bias has "as much to do with the credibility issue . . . as the average conspiracy theory has to do with reality."

But according to Hewitt, the executive producer of "60 Minutes, "the credibility problem, if there is one, is being blown all out of proportion" by groups such as Accuracy in Media, a conservatively oriented media watchdog.

There is nothing news organizations can do about the public's opinion of them, he said, because "I don't think when you deliver (bad) news to people's doorsteps," or when unpopular figures are interviewed, "you're going to be liked."

Hewitt declared: "If it's being liked that we're after, we shouldn't even be here. We should be in a charm school."

At one point, he asked whether there was "anyone in this room who thinks he puts out or works for irresponsible newspapers." No one raised a hand, and Hewitt remarked: "Then where are all the irresponsible newspapers that are causing the credibility problem? If you guys aren't doing it, who's doing it?"

The fourth member of the Associated Press-assembled panel, John Seigenthaler,

Margaret Genovese

Benjamin C. Bradlee

Don Hewitt

Larry Jinks

John Seigenthaler

said his view is that the public is indeed concerned about shortcomings of the press—more concerned than ever before in his 35 years in the business.

"It seems to me that if we accept what Don said, and to some extent what Ben says, then ASNE and AP, which contributed half of the money, threw away $100,000" on the credibility study, said Seigenthaler, editorial director of USA Today and president, publisher and editor of The Tennessean in Nashville.

Sure enough, before the session had ended, Hewitt said flatly that the money was "wasted. I think if you would have taken that poll 20 years ago, you would have found the exact same thing."

Seigenthaler, though, praised the report. "I don't think you can ignore" its findings, he said, adding that he plans to circulate copies to every reporter working for him.

There was general agreement on two points: that the media can do a better job of explaining the journalism profession to the public, and that the spate of libel suits is a reason for concern.

AP President and General Manager Louis D. Boccardi, who moderated the panel, asked Bradlee to comment on "the chilling effect" of libel suits like the one brought against the Post by Mobil Oil President William P. Tavoulareas [**presstime**, May 1985, p. 40].

"Well, it does sharpen your mind. I tell you, it sharpens your mind," Bradlee said in one of many comments that brought laughter from the packed house. He reported that the Post's legal bills in the Tavoulareas case already exceed $1.2 million. What would an editor do, Bradlee wondered, if a reporter came in with a "helluva story," but "it's going to cost you $1.2 million to run it. . . . It's hard to say what story is worth that kind of money."

Boccardi closed the program by asking the panelists to speculate on what might be different about the credibility situation two years hence. These were the responses:

Hewitt—"more libel suits."

Bradlee—not "a helluva lot."

Seigenthaler—"If some of the efforts by some of the (corporate) raiders who are interested in either money or political mindsets are successful (in their efforts to acquire media companies), I can envision facing the situation two years from now where our credibility would be even lower."

Jinks—"I think there is a healthy tendency toward . . . taking the issue and addressing it, and I think if we do that progressively and generally in our newsrooms, there will be marginal progress over the next two years." □

Hewitt suggests network TV 'op-ed'

If Don Hewitt has his way, there's going to be some different public affairs programming on CBS television.

At the credibility session, the "60 Minutes" executive producer said he has proposed that CBS set aside half of its 12 documentary hours each year for "op-ed" presentations.

This would be an answer to criticism that unlike the print media, which run large numbers of letters to the editor and op-ed articles containing different points of view, television is not so responsive. The network has "got to give . . . people a chance to talk back," Hewitt said.

Under his plan, the network would form a committee to decide which special-interest groups should get an hour's worth of prime time. "Then we assign a producer, a director, a tape crew, editors, just like you do for any other hour, and you make them available" to each group. "You say to that producer and that director . . . 'Make the best possible broadcast . . . you can make.'"

Asked how much this would cost CBS, Hewitt said it would probably exceed the cost of a newspaper's op-ed page for a year.

As for the chances that senior CBS officials will accept the plan, he said, "I don't know whether they are going to take it or not."

AP announces expansion of graphics and coverage

Louis D. Boccardi, in his first appearance at an Associated Press annual meeting as AP's president and general manager, announced plans for several "enhancements" of the news report.

He said he will create a new graphics department, form a team of regional reporters and expand the news cooperative's business coverage.

At the AP Board of Directors meeting a day later, Frank Batten, chairman of Landmark Communications Inc., was reelected chairman of the AP board. William J. Keating, president of the newspaper division of Gannett Co. and a former Ohio congressman, was elected to a new position of vice chairman/chairman-elect. Keating is expected to succeed Batten as board chairman within two years.

In his remarks to the annual meeting, Boccardi said the efforts to expand the news report would be started immediately and be completed in the next several months. Among AP's plans are:

- Hiring a director of graphics, a new position, and putting three more graphics artists on the staff. AP will add graphics to state news reports.
- Adding six regional reporters, one each in the Northeast, the Southeast, the Midwest, the Mountain states, the Southwest and the Pacific Northwest. These writers will "vault the old state line barriers," Boccardi said.
- Adding four new business reporting positions. They will be filled by writers who will specialize in business ethics; corporate finance, with emphasis on mergers, acquisitions and corporate raiders; technology and trade; and advertising and marketing.

Boccardi also reported the AP's satellite dish installation program has resulted in "substantial economies" in land-line costs. More than half of the AP membership now receives high-speed service.

On a somber note, Boccardi reported the "continued absence" of success in trying to free Terry A. Anderson, AP Beirut bureau chief who was kidnapped March 16 [**presstime**, April 1985, p. 40].

Boccardi refused to comment on a topic of frequent discussion at the Convention—the financial plight of AP's chief competitor, United Press International. (See story, p. 96.) The AP president said he had "no inside information"and "can't speak to it."

At the conclusion of the meeting, members cast their ballots to fill six vacancies on the board of directors. Elected were Robert C. Maynard of The Tribune, Oakland, Calif., who became the first black AP board member, and Edwin L. Heminger of The Courier in Findlay, Ohio. Re-elected were James H. Ottaway Jr. of Ottaway Newspapers, James E. Burgess of the Wisconsin State Journal in Madison, John F. McGee of the Charleston (W.Va.) Daily Mail and Robert G. Marbut of Harte-Hanks Communications Inc. □

C. David Rambo

Ueberroth fields reporters' questions.

Ueberroth pitches baseball's tie with newspapers

New baseball Commissioner Peter V. Ueberroth scored with an emotional speech touching on the ties between baseball and newspapers, the problems besetting the sport, and the legacies of the 1984 Summer Olympic Games.

But he bobbled one question thrown at him. It concerned his office's suggestion that teams require media personnel to sign an agreement before being permitted to photograph their games.

Admitting he did not know very much about the matter, Ueberroth said he had heard about it just that morning from Tom Johnson, publisher and chief executive officer of the Los Angeles Times.

It was his understanding, Ueberroth said, that the agreement is an attempt to prevent persons, other than members of the press, from infringing on the photographic rights granted television networks and others.

Four days later, representatives of several organizations, including ANPA, met with representatives of the commissioner's office to protest the agreement. The baseball officials agreed to review the matter.

In his speech at the annual Associated Press Luncheon, Ueberroth spoke not about disputes between newspapers and baseball, but about their interdependence.

Baseball is "the only sport that's totally dependent upon newspapers, and newspapers are somewhat dependent upon baseball," he said. The "fabric" of the game is tied to the batting averages and box scores published in newspapers, he noted.

He promised to share with the newspaper business the findings of a major survey commissioned by his office that is attempting to determine, among other things, the number of people who read these statistics.

Although the 1985 season is off to a "great" start with attendance up 14 percent, baseball has its problems, particularly accelerating financial losses in some markets and drug use by players, Ueberroth said.

"Baseball must, has to and will eliminate the drug problem for the sport," he pledged. "Because of you, the drug problem in baseball is so darn visible, and it should be," he told the publishers.

Before becoming commissioner last year, Ueberroth was president of the Los Angeles Olympic Organizing Committee. A legacy of the games was that "the private sector works," he said, noting they were the first not to accept donations from corporations or individuals. ☐

Early-morning 'fun run' draws a crowd

Seventy-eight people participated in the first presstime "fun run" at daybreak on the hard-packed beach.

The winner in the men's division was Peter Sinding, publisher of Circulation 85-86, produced by American Newspaper Markets, with a time of 11 minutes, 56 seconds for the two-mile race. John B. Jaske, vice president/labor relations and assistant general counsel for Gannett Co., was second at 12:09, followed by James C. Kennedy, publisher of The Daily Sentinel of Grand Junction, Colo., at 12:42.

The women's division was won by Sarah Kennedy, wife of the Grand Junction publisher, with a time of 15:45. Belle Frink, wife of Clayton Frink, general manager of the Austin (Texas) American-Statesman, was second at 16:22. Kim Gleim of AVI, the Convention's audiovisual supplier, placed third at 16:28.

The runners were led by the University of Miami's "Maniac" and encouraged by the university's cheerleaders.

Plaques were presented to first-place winners. All participants received a T-shirt inscribed, "My best time is . . . presstime." ☐

ANPA presstime FUN RUN
START / FINISH LINE

Hard-packed beach provided good setting for runners at daybreak. Kennedy receives plaque from ANPA Executive Vice President Jerry W. Friedheim (right) and presstime Advertising Manager Jonathan A. Reed.

Study shows minority efforts 'undermined'

Newspaper business efforts to hire more minority journalists are being "undermined" by a trend in which minorities are giving up newspaper careers at three times the rate of their white peers.

That's the conclusion of a new study sponsored by the Institute for Journalism Education and funded by the Rockefeller Foundation.

Ellis Cose, IJE president and chief executive officer, revealed preliminary survey results at an afternoon press conference. Full study results will be released later this year, he said.

The study covered 300 journalists—175 of whom are minorities—who entered the profession between 1969 and 1979. Also interviewed were 32 senior minority newsroom managers.

Respondents are working or once worked for newspapers in 10 cities: Miami, Atlanta, Charlotte, N.C., Philadelphia, Detroit, Chicago, Los Angeles, San Francisco, Tucson and El Paso. Cose said the results "very confidently can be projected nationally."

In the key finding, the study revealed that 13 percent of all minorities interviewed have left the business, compared with 4 percent of whites hired in the same period. Moreover, 40 percent of the minorities who remain expect to leave the profession, compared with 22 percent of whites. The biggest reason minorities gave for their decision was "lack of opportunity" to advance.

"Minorities tend to fall between the cracks" when promotions are granted at newspapers, he said. Minorities consequently get frustrated and move to other professions. "Unless the news industry recognizes and acts on this quiet crisis, it faces a mass exodus of minorities seeking opportunity outside the profession."

Half of the minority journalists interviewed said they wanted a career in newspaper management, compared with 28 percent of whites. Yet he said "the odds are roughly 45-percent higher that if you're white, you're going to have a higher position" in the newsroom. ☐

Convention speeches available from the ANPA Public Affairs Department

Monday, May 6

ANPA Keynote Breakfast

- **Keynote address by ANPA Chairman and President Richard J.V. Johnson,** president, Houston Chronicle

Associated Press Annual Meeting

- **Remarks of AP President and General Manager Louis D. Boccardi**

Tuesday, May 7

ANPA General Session Breakfast

- **Remarks of the Rev. Billy Graham,** evangelist

ANPA Annual Business Meeting

- **Report of ANPA Executive Vice President and General Manager Jerry W. Friedheim**

ANPA General Session—Latin America

- **Remarks of K. Prescott Low,** president and publisher, The Patriot Ledger, Quincy, Mass.
- **Remarks of Gonzalo J. Facio,** former Costa Rican Ambassador to the United States
- **Remarks of Jamaican Prime Minister Edward Seaga**

"Publishers Under Fire"

- **Remarks of Horacio Aguirre,** publisher and editor, Diario Las Americas, Miami
- **Remarks of Pedro Joaquin Chamorro Barrios,** former editor, La Prensa, Managua, Nicaragua
- **Remarks of Aldo Zuccolillo,** editor and publisher, ABC Color, Asunción, Paraguay
- **Remarks of Raul E. Kraiselburd,** publisher, El Dia, La Plata, Argentina

United Press International Annual Luncheon

- **Remarks of Chief Justice of the United States Warren E. Burger**

Topical Clinics

Research and Development—What's New?

"Which Press Should You Buy?"

- **Remarks of Ralph S. Roth,** vice president/production, Knight-Ridder Newspapers Inc., Miami
- **Remarks of J. A. Riggs Jr.,** senior vice president/operations, The New York Times

"What's New With Ink?"

- **Remarks of Gene McDavid,** vice president and general manager, Houston Chronicle, and vice chairman, ANPA Technical Committee

"Is the Newspaper Working Environment Safe?"

- **Remarks of George Cashau,** director/technical research, ANPA, Reston, Va.

"What's Being Done About Reproduction Quality?"

- **Remarks of Charles M. Kinsolving Jr.,** vice president/marketing and new technology, Newspaper Advertising Bureau, New York City
- **Remarks of Charles R. Blevins,** vice president/production, Gannett Co., Rochester

"What's New in the Mailroom?"

- **Remarks of James A. Cooper,** assistant vice president/operations, The Washington Post

Summary of ANPA Technical Activities

- **Remarks of William D. Rinehart,** vice president/technical, ANPA, Reston, Va.

Human Resources

"Toward a Bias-Free Workplace"

- **Remarks of Ellis Cose, president, Institute for Journalism Education, University of California, Berkeley**

"Labor and Legal Trends"

- **Remarks of Betty Southard Murphy,** Baker & Hostetler, Washington, D.C., and former chairman, National Labor Relations Board

Shared Mail

- **Remarks of Vance L. Stickell,** executive vice president/marketing, Los Angeles Times

Wednesday, May 8

General Session

Newspaper Advertising Bureau

- **Remarks of NAB Chairman Tom Johnson,** publisher and chief executive officer, Los Angeles Times; **NAB President Craig C. Standen; NAB Executive Vice President and General Manager Leo Bogart; NAB Vice President/Marketing and New Technology Charles M. Kinsolving Jr.; ANPA/NAB/NNA Joint Postal Task Force Vice Chairman William J. Keating,** senior vice president, Gannett Co.; **Lee M. DuBow,** senior vice president/sales and promotion, Belk Stores, Charlotte, N.C.; **William M. Weilbacher,** president, Bismark Corp., New York City; and **NAB Future of Advertising Committee Chairman Harold W. Andersen,** president, Omaha World-Herald Co.

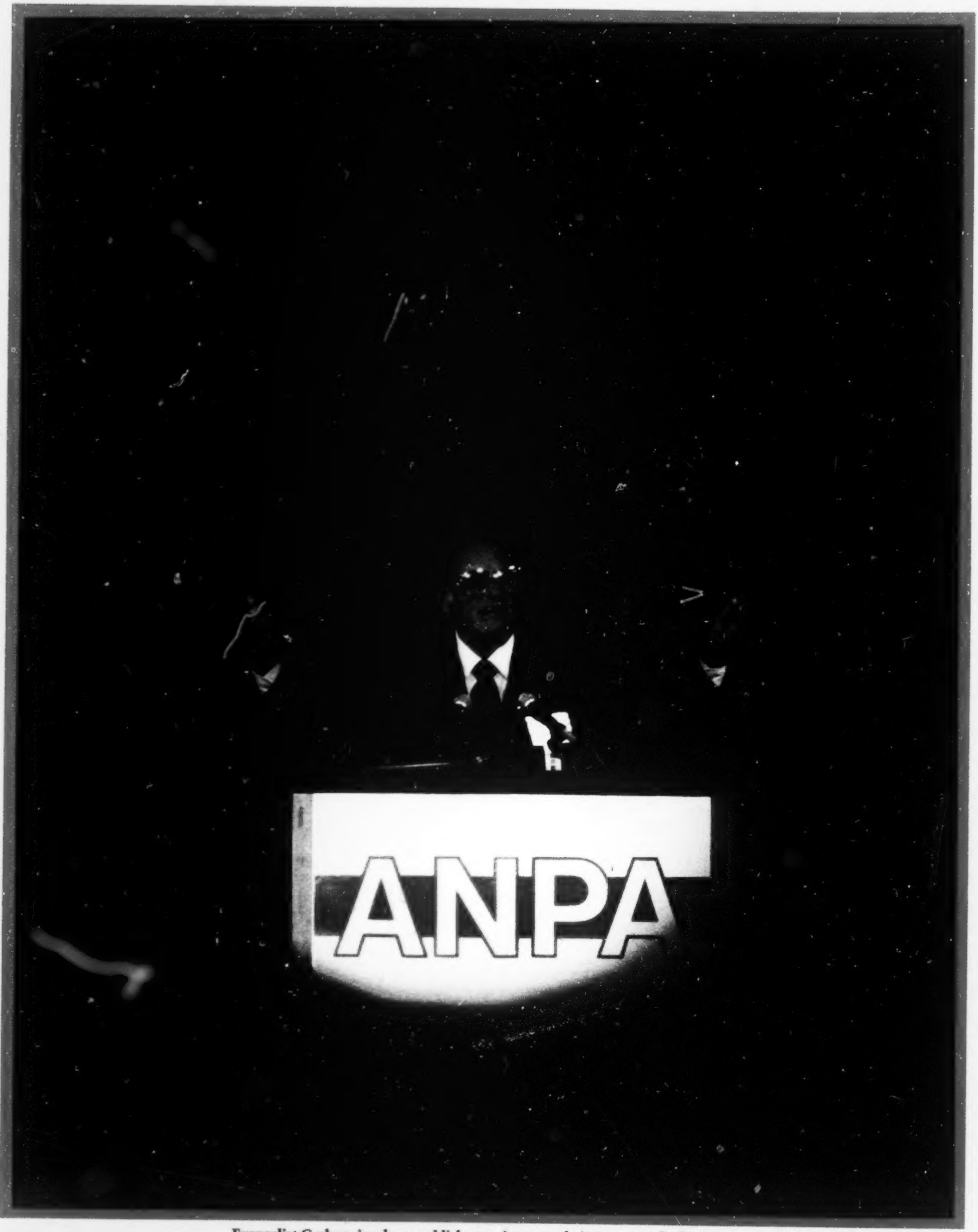
General Session

Audit Bureau of Circulations

- **Remarks of ABC Chairman Donald G. Goldstrom,** vice president and director/advertising and marketing services, Armstrong World Industries Inc., Lancaster, Pa.

"Speech Isn't Free: It's an Insurable Risk, Maybe"

- **Remarks of Parker D. Thomson,** Zeder, Bohrer, Werth, Adorno & Razook, Miami
- **Remarks of Katharine P. Darrow,** general counsel, The New York Times Co., and chairman, ANPA Legal Affairs Committee
- **Remarks of Joseph P. Averill,** general counsel, The Miami News



Evangelist Graham implores publishers to improve their coverage of religion.

Graham says press is missing story of religion's resurgence

Day 2 — May 7

- ✓ An inspirational message
- ✓ Focus on Latin America
- ✓ Nuts and bolts newspapering

In an address geared to working concerns of publishers, the Rev. Billy Graham said newspapers "may be missing the stories of the decade" by not devoting more coverage to religion.

The United States may be on the verge of a spiritual awaking, he said, and newspapers "are missing the story."

More people are going to church now than at any time in the nation's history, Graham said. Attendance at religious services is greater than at all sports events combined, and contributions to churches and synagogues are 50 times greater than the money taken in by professional sports. "Yet, in news coverage," he said, "the balance is just about the reverse."

The famed evangelist also said that far too few reporters are trained to cover religious news, and that editors do not give a high enough priority to the subject. Editors would not send a reporter to cover football who did not understand how the game is played, he observed, yet they send a reporter without knowledge of religion to cover a religious event.

Graham suggested that newspapers may be shying away from reporting religion more thoroughly because publishers, editors and reporters are shying away from the spiritual side of their lives.

Although his remarks to the General Session breakfast ranged widely, he dwelled at length on the announced topic, "Youth and Morality in America." Graham said young people want moral guidelines. "They want to be told with authority what is right and what is wrong."

And he stepped into First Amendment territory when he said a solution to the controversy over the constitutionality of prayer in schools would be simply to post the Ten Commandments in every American classroom. "This would show our young people that we as a nation have moral values. I don't see how any Jew, Catholic or Protestant could object to letting our young people know we believe in something."

American youth have few great heroes to follow, Graham continued, urging publishers to give young people new heroes. "Let your pages overflow with the graphic stories of men, women and young people who are living out the options in their lives. . . .

"Why go so often to Calcutta when there are Mother Teresas in almost every city in America? Find them. Tell their stories. Put them on the front pages," the evangelist said.

Even as he faulted newspapers for the way they cover religion, he praised newspapers in a more general sense.

Pointing out that he has had contact with the press in scores of countries, he commented:

"I can truthfully say that the American press is the finest in the world. I know it's popular today in some circles to attack the press, but my personal experience has been that on the whole, there is a level of professionalism and integrity in the American press that is unequaled in the world." ☐

Still oppose cameras: Burger

The first appearance of a U.S. chief justice at an ANPA Convention was marked by an attention to matters unrelated to freedom of the press.

Chief Justice Warren E. Burger entered the First Amendment realm only in answering questions following his United Press International Luncheon speech, which centered on the problem of a growing caseload at the U.S. Supreme Court.

Warren E. Burger

Asked about cameras in federal courtrooms, Burger noted that he wrote the opinion in *Chandler v. Florida*, "in which we said that if states want to experiment with this business," the Supreme Court would not interfere [presstime, March 1981, p. 16].

However, he reiterated his oft-stated opposition to allowing cameras in federal courtrooms. "I would not sit in a courtroom that was televised," he said.

As for the experiments at the state level, Burger said it will take another 10 years before the verdict comes in.

The chief justice also was asked whether the judicial caseload could be lessened substantially by assessing a penalty against the plaintiff who loses a frivolous lawsuit. Some publishers and media lawyers have suggested this as a strategy to combat the proliferation of libel suits [presstime, May 1985, p. 6].

Burger said it would help bring down the caseload. He also said that federal courts are currently experimenting with "court-annexed arbitration" to keep some cases from going to trial.

He ducked one other First Amendment question, dealing with the constitutionality of the Rev. Billy Graham's suggestion to the Convention that the Ten Commandments be posted in U.S. classrooms.

In his address on reducing the Supreme Court's caseload, Burger advocated establishing an experimental "intercircuit panel" to resolve conflicts among the federal Courts of Appeal on questions of law. ☐

Latin publishers outline woes

"Publishers Under Fire" was an appropriate title for the Inter American Press Association's panel discussion on Latin American topics.

Three current and former Latin American newspaper officials told how support of democracy and free speech in their home countries has led to harassment, censorship, interruptions in publication and even death.

One speaker, Raul E. Kraiselburd, publisher of El Dia in La Plata, Argentina, even warned that some of the same pressures against the Latin American press are popping up in North America. "Our common enemies seem to have crossed the Rio Grande," he said.

Other speakers were Pedro Joaquin Chamorro Barrios, former editor of La Prensa of Managua, Nicaragua, and Aldo Alberto Zuccolillo Moscarda, founder of ABC Color in Asunción, Paraguay. ABC Color has been closed by the Paraguayan government since March 1984.

Kraiselburd has been editor of El Dia since 1974. He assumed his position when his journalist father, David Kraiselburd, was killed by Argentinean terrorists known as "Montoneros."

"We see the advance of sectors of the left or the right who conceive journalism only for the dissemination of a certain ideology or for the obstinate defense of an interest of the classes," said Kraiselburd, chairman of IAPA's Committee on Freedom of the Press and Information. "We could say that this is, in a great measure, an export product from Latin America to the United States."

Kraiselburd said he was not "denouncing a conspiracy from the authoritarians of Latin America to eliminate the free press of the United States." But, "I can indeed tell you that many concepts and ideas normally expounded by the intellectuals of the Latin American countries under authoritarian rule today find more listeners in the United States."

Kraiselburd said in a later interview with The New York Times that an example of this development in the United States is the efforts of Fairness in Media to take over CBS for ideological reasons.

Like Kraiselburd, Chamorro became editor of the family newspaper when his father, Pedro Joaquin Chamorro Cardenal, was murdered for political reasons. The killing came in 1978 during the Somoza dictatorship, which the elder Chamorro long opposed in favor of a democratic form of government. His death is said to have sparked the revolution against the 42-year Somoza family dictatorship and the rise to power of the Sandinistas.

"Some of us thought that, with the fall of the Somoza dictatorship, and the rise to power of Sandinismo after a revolution that had vast popular support, the dreams of Pedro Joaquin Chamorro Cardenal would come true," Chamorro said.

"But, far from this, the Sandinistas soon began to impose a totalitarian regime and to trample the fundamental rights of man—among them, the freedom of expression."

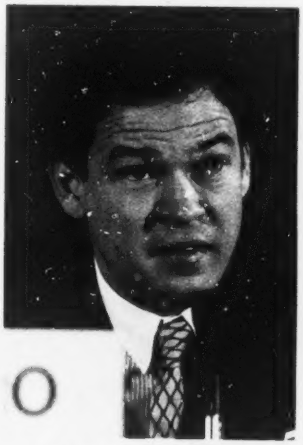
Chamorro, former winner of the International Federation of Newspaper Publishers Golden Pen of Freedom Award, resigned from La Prensa in late 1984 after years of heavy censorship and personal harassment. He, his wife and children are living in exile in Costa Rica. His mother and uncle still run the paper.

La Prensa has been closed seven times on specific orders of the Sandinistas. It has been unable to publish on 38 occasions "because the censors have left nothing to publish," Chamorro said.

Zuccolillo founded ABC Color in August 1967 and served as publisher until March 1984 when the paper was closed "for an indeterminate time" by the 30-year regime of President Alfredo Stoessner.

Zuccolillo said ABC Color was shut down because it "spoke out" against widespread "corruption" in Paraguay. But the fact that his newspaper was closed "gives me hope," said Zuccolillo, who also is involved in commercial and financial enterprises in Paraguay. "I see that the newspaper was shut down because the people trusted it and made it into the main daily of the country. It merited such trust because it never printed a lie and because it chose not to capitulate before corruption; rather, it confronted it."

On at least 32 occasions over the past 17 years, ABC Color editors and reporters were arrested and briefly detained, or imprisoned sometimes for months without trial. Zuccolillo himself was jailed for 11 days in July 1983 and for eight days the month his newspaper was closed. ☐



Chamorro of La Prensa

Zuccolillo of ABC Color

Kraiselburd of El Dia

Hills of El Mundo

Seaga says press hyped disturbances in Jamaica

In the opening segment of the General Session on Latin America, a trio of current or former government officials criticized North American media coverage, appealed for U.S. aid for Nicaraguan rebels and warned that the greatest challenge for the United States in the Western Hemisphere is Soviet "penetration."

Jamaican Prime Minister Edward Seaga accused the North American media of exaggerating the severity of two days of protests last January over gasoline prices.

"One American wire service persisted, from its first report in the early hours of the demonstrations, in characterizing the demonstrations as 'riots,'" Seaga said. "The word 'riot' implies that the civil authorities have lost control over the situation and that mob rule had captured the streets. At no point in those two days did this happen."

There was "no doubt" that the way the incidents were covered affected tourism, he said. To date, he reported, the country has seen a 15-percent decline in visitors and suffered an estimated loss of $30 million.

The stories they publish "do not exist in a vacuum," Seaga reminded the publishers. "The choice of the emotive, inaccurate word, of the narrowly focused lens . . . can exact a heavy toll on the person or country being reported," he said.

Gonzalo J. Facio, former ambassador to the United States from Costa Rica, said the only way to ensure peace in Central America is for "every dictatorial regime, either of the left or of the right" to be replaced by a democratic government.

He called for assistance from the United States and Latin American democracies for the rebels to overthrow the leftist government in Nicaragua.

"They cannot wage, by themselves, a war against a totalitarian regime which is receiving thousands of tons of armament and thousands of military advisers from Cuba and the Soviet bloc," Facio also said.

However, in answer to a question from one of three publishers serving as panelists for the session, Facio said he did not think that direct intervention of the United States would "necessarily" be needed to overthrow Nicaragua's Sandinista regime.

Jamaica's Seaga, asked whether he would support U.S. military intervention in Nicaragua if that country's neighbors requested it in the same way Grenada's neighbors sought U.S. intervention there, said the situations are dissimilar.

In the case of Grenada, two requests were made for help from the United States, Jamaica and Barbados, Seaga said. One was from the Organization of Eastern Caribbean States under terms of a regional treaty. The other was from Grenada's governor general—the nation's only remaining "constitutional figure."

"We would not have participated in any involvement in another territory if there was not a constitutional basis for doing so," Seaga said.

Providing an overview of the U.S. role in Latin American, Rep. Dante B. Fascell (D-Fla.) said the United States is "sitting on the edge of a volcano when it comes to the Caribbean and Latin America." The United States ignores the area "at its own peril," said the chairman of the House Foreign Affairs Committee.

Responding to a question from Publisher Argentina Hills of El Mundo in San Juan, Puerto Rico, Fascell said "Soviet penetration" is the greatest challenge facing the United States in the Western Hemisphere today.

He called for continued vigilance by such organizations as the Inter American Press Association, saying: "I can't remember any time when the media—print, electronic and otherwise—have been under more criticism. . . . The fight is there, the struggle is there. The millennium has not come for the free press. The fight goes on every day, and I think it is getting tougher."

The publishers also asked Facio to comment on a law in his country that requires journalists to graduate from the University of Costa Rica in order to practice their profession. He said he is "ashamed" it was approved and has been maintained. Facio, a lawyer, also said he thinks the law is unconstitutional.

The IAPA has protested the law, which was used to convict Stephen Schmidt, an American who worked for Costa Rican newspapers [presstime, April 1985, p. 40].

Asked for his views on the future of independent newspapers in the Caribbean and Latin America, Seaga said he could see "continued prosperity and support of the media" from the people in the Caribbean region. He said 29 of the region's 32 countries are democratic, giving the region the greatest concentration of democratic nations in the world. ☐

Seaga addresses session as Facio studies him.

Rep. Fascell warns of Soviet penetration.

ANPA officers re-elected; Rowe is new director

The re-election of all ANPA officers, election of a new director and a review of accomplishments during the past 10 years were the chief features of the Association's annual business meeting.

Chosen to head the Association for additional one-year terms were Chairman and President Richard J.V. Johnson, president of the Houston Chronicle; Vice Chairman Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc.; Secretary K. Prescott Low of The Patriot Ledger in Quincy, Mass.; and Treasurer Arthur Ochs Sulzberger of The New York Times Co.

Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., was elected to the Board of Directors for a two-year term. He succeeds Donald N. Soidwedel of Western Newspapers Inc., Yuma, Ariz., who retired after completing the customary eight-year tenure on the Board.

Johnson, who presided at the meeting, noted that the Convention marked the tenth anniversary of Executive Vice President and General Manager Jerry W. Friedheim as head of the ANPA staff.

The Board 10 years ago sought a general manager who would be "effective, efficient and run a good staff" and also one who would "push" Board and other ANPA members to the forefront of greater involvement in the wide range of newspaper issues, Johnson said. "Jerry Friedheim has been exactly that and done perfectly" what the Board wanted done, he said.

Jerry W. Friedheim

Four members of the 22-member Board were up for re-election this year, and all were returned to office.

Re-elected to two-year terms were Charles M. Meredith III of The Free Press in Quakertown, Pa., Donald E. Newhouse of The Star-Ledger in Newark, N.J., and Lloyd G. Schermer of Lee Enterprises Inc., Davenport, Iowa. Helen K. Copley of The Copley Press Inc., La Jolla, Calif., was re-elected to a one-year term.

In the annual **treasurer's report,** Sulzberger said 1984 was "a challenging one" for the Association, primarily because "postal initiatives placed a heavy de-

Johnson to lead ANPA another year.

mand" on resources. Nevertheless, ANPA had revenues of $10,421,037 and expenses of $10,067,879, for a surplus of $353,158.

The membership renewed the standby authority for the Board to increase the dues formula by a maximum of 10 percent to respond to any "unforeseen events." Sulzberger noted this authority has been exercised only eight times in 23 years "and only in 5-percent increments."

The **membership report** by Membership Committee Chairman John Grey Montgomery of Montgomery Publications Inc., Junction City, Kan., set the total at 1,378 newspapers, a loss of 15 since the 1984 Convention.

In his **executive vice president's report,** Friedheim cited some of the ANPA highlights of the last 10 years, including leadership in public-policy matters affecting newspapers, such as efforts to ensure that the AT&T divestiture would be accomplished in an environment of fair competition, to achieve fairness in postal rates, and to preserve the Freedom of Information Act; consolidation of all Association functions under one roof at The Newspaper Center in Reston, Va.; providing headquarters space at The Newspaper Center for 12 other newspaper associations and societies; creation of several new service departments; establishment of new training programs; leadership in the Newspaper Readership Project, Standard Advertising Unit system and several other industry-wide efforts to improve newspapers; founding of **presstime**; and development of a new press system, computer programs and other inventions benefiting the newspaper business.

During this period, Friedheim said, ANPA has done what the members wanted done "with a flexible, but effective, organization, with the help of hundreds of active volunteers and with balanced budgets despite the expansion of both facilities and activities." ☐

Future ANPA meetings

The ANPA Board of Directors approved Vancouver, British Columbia, as the site of the 1992 Convention and Atlanta for the 1992 Operations Management Conference & Exposition.

Convention		Conference & Exposition
San Francisco	1986	Atlanta
New York City	1987	Las Vegas
Honolulu	1988	Atlanta
Chicago	1989	New Orleans
Los Angeles	1990	Dallas
New York City	1991	Las Vegas
Vancouver	1992	Atlanta

Estlow re-elected insurance chairman

Edward W. Estlow, president and chief executive officer of Scripps Howard, was re-elected chairman of the independent Newspaper Insurance Advisory Group.

The 13-member group provides liaison with Mutual Insurance Co. Ltd. of Hamilton, Bermuda, and with Mutual's subsidiary company, Territorial Insurance, on behalf of ANPA members.

Estlow defined the group's role earlier this year as follows: "We advise the Bermuda insurance companies what the feeling is among the publishers for the coverage they seek, what premiums are tolerable, evaluate customer service and assess trends in litigation."

It was reported at the meeting that Mutual had incurred losses of $62 million last year on libel and First Amendment insurance, and that there are 2,000 cases open [**presstime**, March 1985, p. 16]. Twenty unnamed publishing organizations account for 60 percent of claims. ☐

Debate on flexo vs. offset sparks clinic on technology

The topical clinic on technology got off to a rousing start when two production executives sparred on the relative merits of flexography and offset printing for newspapers. Officially, the segment was titled "Research and Development—What's New?" but the first portion might have been more aptly named the "Roth vs. Riggs" program.

Ralph S. Roth, vice president/production of Knight-Ridder Newspapers Inc., said newspaper people experimenting with flexographic printing report "Flexo is great."

After ticking off a list of advantages offered by this process, Roth asked rhetorically: "Does flexo have a bright future in newspapers? My answer is an emphatic affirmative."

Counterpoint was offered by J.A. Riggs Jr. of The New York Times.

"I do take issue with some of the things Ralph says," remarked the Times' senior vice president/operations. Riggs called offset printing "the industry standard" and said "continuing developments should keep it there."

Interestingly, one such coming development for offset is an element of flexography—a keyless inking system using an anilox roller. He said The Commercial Appeal of Memphis is getting an anilox inking system for its Goss offset press.

Riggs said ANPA is addressing another ink-related matter that Roth had characterized as a flexography plus: reduced rub-off. He said a low-rub, offset ink is close at hand—a statement buttressed later in the clinic by the chairman of the ANPA Ink Project Task Force.

Such developments, Riggs added, "take away all the disadvantages of offset and retain all the advantages of offset." Considering all factors, "the choice for offset is easy," Riggs asserted.

Knight-Ridder's Roth himself said that if a choice had to be made today on which kind of new press to buy, his would be offset. "Too many things remain unknown or unproven at this time for . . . to rely entirely on a flexographic press."

However, in six months, the choice might be different, he said, because a number of different newspaper field tests with flexography are near conclusion. "We are on the threshold of a breakthrough in flexo, but we have not made

Experts offer advice on managing

Are you a "sea gull manager?" Do you fly in, catch everything going wrong, make a lot' of noise and then disappear again?

Although not a very productive way to manage people, this is the management style of top executives at "a lot" of newspapers and seems to be the basic style in American management, according to management expert Kenneth H. Blanchard.

Addressing the clinic on "Learning/Leading/Managing," Blanchard advocated a different approach. "We think the key to developing people is to catch them doing something right," he said.

The clinic also heard from Ann M. Morrison, who discussed a study by the Center for Creative Leadership in Greensboro, N.C., on why some executives fail.

Co-author of the best-selling book, *The One Minute Manager*, Blanchard suggested newspapers could improve their management using his concept.

"One of the problems with newspapers is that they are perpetually into 'go-go,'" a level of organizational development characterized by a great deal of activity, he said. "What gets left out? The strategic planning and the people element."

Margaret Genovese

Blanchard explains management techniques.

According to Blanchard, the three "secrets" of one-minute managing are:

- Goal setting. "People have got to know what you are asking them to do."
- Praising. Calling praise "the whole key to human interaction," Blanchard said it must be immediate and specific.
- Reprimanding. Like praise, a reprimand should be immediate and specific. Managers should "share" their feelings of anger, frustration or disappointment. Blanchard also emphasized the need to "reaffirm the person" in the process of criticizing performance so that the employee comes away from the experience thinking about what he did wrong, not how poorly he was treated by his boss.

Morrison's study uncovered some "fatal flaws" in executives who "derailed" before reaching expected managerial heights. The most common was an "insensitive, abrasive, intimidating style." ☐

that breakthrough," he said.

Roth defined flexography as "a letterpress process"—printing from a raised surface on a plastic plate against a steel impression cylinder, using an anilox roller for ink supply and a "doctor blade" to wipe excess ink from the roller.

"Many of you are probably thinking, 'We finally got the offset process to where it is reliable and produces good quality printing. New press manufacturers are in the market, and prices have actually gone down a little. Why start all over again with flexo?'"

Roth answered his own question by citing these advantages to flexo: printing quality, less newsprint waste, ability to print adequately on "poor newsprint," fewer web breaks and reduced show-through even on lighter-weight paper, use of safer, water-based inks and virtual elimination of ink rub-off, ease of operation, "significantly lower" capital costs, reduced power consumption, and elimination of ink misting.

On the issue of quality, Roth showed comparative slides of a microscopic look at flexographic and offset printing on newsprint. Flexo, he said, prints black type and spot color better than offset, and half-tone reproduction "may very well be equal to offset."

As for process color, Roth said one initial evaluation concluded that flexography produces "superb" results. "Tests are extremely encouraging, but it's just too early," he said. "I'd give the process color edge to offset, but the edge may be one of inexperience rather than an actual drawback to flexo."

The Knight-Ridder executive cited disadvantages to flexo in only three areas: cost and registration characteristics of plates, the wear factor for anilox rollers, and the difficulty in handling water-based inks.

On balance, Roth concluded, "I feel that by the end of 1985 I may be telling you that there is a viable option to offset."

Following Roth to the lectern, Riggs also enumerated the advantages and disadvantages of a form of printing, but he focused on offset. The disadvantages, essentially, are the obverse of flexography's advantages as identified by Roth. Riggs summarized the advantages of offset this way: "It works. It's easy. It's fast. It's quality. It's cost-effective." And with solutions to some of offset's problems in the offing, it's "the future," he said.

Riggs also maintained that "the photographic nature of (offset) plates will allow direct computer output to full-page offset plates when complete pagination is a reality for all of us." He said the newspaper business is "much more likely to see that than with a relief plate."

The tight format—"nine speakers in 120 minutes," as moderator Walter E. Mattson of The New York Times Co. put it—did not allow for surrebutter.

Other matters. The well-attended clinic also featured presentations on ink, reproduction quality, the mailroom, environmental safety and ANPA technical activities.

Gene McDavid, vice president and general manager of the Houston Chronicle, reported that Convention-goers had "inundated" him with questions about ink. He pointed to one large-scale readership survey in which 55 percent of readers agreed "that one of the most aggravating things about newspapers is the way the ink comes off my hands."

"And all of us still flinch to recall the yellow ink-PCB problem that surfaced in California and spread overnight throughout the country," he said [presstime, Sept. 1984, p. 33].

But McDavid, vice chairman of the ANPA Technical Committee and head of the Ink Project Task Force, said the news about ink is good and getting better. The letterpress variety of ANPA-INK™, a non-petroleum-based ink, is "now ready for commercial production and sale," he said, and test results to date for offset ANPA-INK "have been good."

In addition, research into non-petroleum color inks "is in the beginning stage," with a red letterpress ink having been formulated thus far, he said.

One characteristic of ANPA-INK is reduced ink rub-off, and, according to McDavid, ink manufacturers are making strides in reducing the rub-off tendency.

As for ink safety, he said results of a study of the pressroom environment will be made public later this year, and "the bottom-line results are very favorable."

Charles R. Blevins, vice president/production of Gannett Co., and the Newspaper Advertising Bureau's Charles M. Kinsolving Jr. discussed what's being done about reproduction quality.

Blevins stressed that the level of quality reproduction attained by Gannett's USA Today "encompasses the total newspaper," including editorial, advertising, circulation and accounting departments as well as production.

But more than anything else, Blevins said, quality can be achieved only when there's a commitment to it from the top.

Once that commitment has been made, he told the newspaper executives, the keys to quality are consistency, control, testing and evaluation.

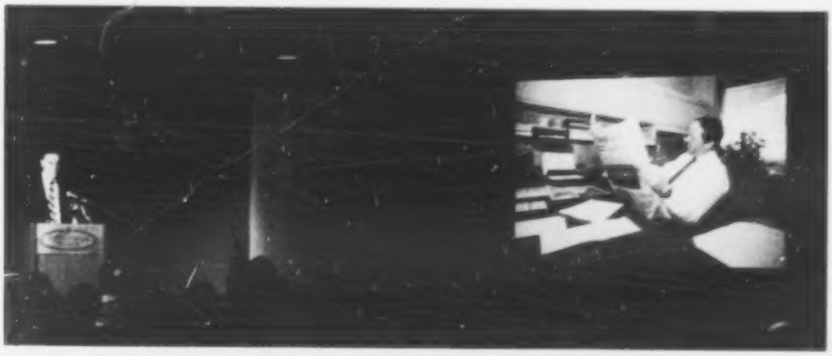
Kinsolving, vice president/marketing and new technology of NAB, said that quality is being demanded increasingly by advertisers—especially quality color.

In a survey last December of 400 advertising executives around the country, NAB found that the vast majority want quality color "not only within runs but across papers. And they want it to be available in all major markets. . . . About half of them also feel the cost of newspaper color is too high, especially given the low quality now generally available."

Kinsolving said color quality in newspapers "needs to be improved and standardized," or else "we will lose more billing to preprints, direct mail and magazines."

The mailroom part of the program, led by James A. Cooper of The Washington Post, summarized work of ANPA's Post-Press Packaging and Distribution Task Force. He said that in a recent task force survey, 568 responding newspapers identified the five biggest mailroom problems as inserting volume, inserting speed, counting, zoning and preprint storage.

The Post's assistant vice president/operations said numerous vendors are attempting to solve these problems. ☐



Gannett's Blevins uses slides to demonstrate quality printing.

More job opportunities needed

Newspapers need to do more in the area of providing job opportunities to minorities and women, the "Human Resources" clinic was told.

Speakers in the first half of the clinic, on the topic, "Toward a Bias-Free Workplace," stressed that most newspapers have a long way to go before realizing that goal.

However, "with determination, you can make change," said Cathleen Black, publisher of USA Today. "It's good for the country and your business."

A bias-free workplace "must start at the top," said Black, who was moderator of a panel that included Ellis Cose, president of the Institute for Journalism Education in Berkeley, Calif., Gerald Garcia, publisher of the Tucson Citizen, and David Lawrence Jr., publisher and chairman of the Detroit Free Press.

Other personnel and labor relations issues facing the newspaper business were discussed in the second half of the clinic.

In the minority-hiring area, all departments at newspapers need attention, Garcia noted. "Some think they're doing something by having mailrooms staffed with minorities at the minimum wage," he said.

As an example of how hiring minorities can improve a newspaper's profitability, Garcia reported that 346 new subscribers were obtained in a minority neighborhood in Tucson after a person who grew up in the neighborhood was sent in to solicit subscriptions. "That new hire made a difference," he said.

Cose noted that many minority journalists at newspapers "are frustrated with a profession they feel is unlikely to give them a fair chance to advance. The problem is, we got them in and now we're losing them." (See story, p. 37.)

Answering a question from the audience on how to recruit minorities, Cose said, "People tend to find people who are somewhat like themselves. . . ." Therefore, newspapers should hire minorities to help them recruit other minorities, he suggested.

Lawrence said newspapers should "focus on their own self-interest" because their "relevance to readers is at stake." Good will is not a guarantee of progress, he said. Progress is made by people who insist on it. "People tend to perpetuate themselves, and it's good to have women and minorities for that reason."

Black, Cose discuss workplace issues after clinic session.

The Detroit publisher added, "If you and I make progress (in hiring women and minorities) we'll have more customers."

Changing labor scene. In the second half of the clinic, titled "Labor and Legal Trends," moderator Keith R. Fuller noted that labor and personnel relations do not constitute a science. "There is constant change—decisions are made, affirmed or overturned" by government agencies and the courts, said Fuller, who is director of employee relations for McClatchy Newspapers in Sacramento and chairman of ANPA's Human Resources Committee.

Evidence of change also can be seen in the union movement and in the U.S. Department of Labor, noted Betty Southard Murphy, former chairman of the National Labor Relations Board and now a partner of the law firm Baker & Hostetler in Washington, D.C.

"There is no doubt in my mind that organized labor is at the threshold of great change—politically, socially, demographically and technically," she said. "There is no doubt in my mind that organized labor will make the changes necessary for survival."

Murphy also discussed what she called a "booming" increase in litigation over alleged age discrimination and wrongful discharge. Age discrimination claims "can only continue to increase," she said, citing Census Bureau projections of an aging population.

"The biggest problem I find in defending Age Discrimination in Employment Act cases is lack of proof in the individual's (personnel) file to support the reasons given for termination," she said. "Believe me, one of the most important things for you to carry home from this session is the determination that all employee evaluations will be completely accurate. One thing is certain—sooner or later you will be hit with an age case. Take time to get your house in order. Be an ant, not a grasshopper."

Other members of the panel were Douglas C. Harris, vice president/personnel, Knight-Ridder Newspapers Inc., Charles N. Mock, senior vice president/personnel, The Providence Journal Co., and Gregory L. Thornton, vice president/director of industrial relations, New York Daily News.

In communicating with employees, Harris said, "All too often our managers are desk-bound. There is a need to do more management by 'walking around.'"

Mock described a new three-year labor agreement negotiated with The Newspaper Guild that provides for wage increases split between bonuses and a percentage increase.

Thornton, describing what he characterized as a new era of labor relations, said management at his newspaper is now holding quarterly meetings with all unions in the plant to review financial operations and other matters. ☐

Executives answer direct mail

What are newspapers' answers to shared-mail competition?

Establish a quality total-market-coverage program. Hold down advertising rates. Get close to users of direct-mail services. "And short of that, I would pray a lot and talk to Dr. Billy Graham."

With those suggestions, John R. Harrison of The New York Times Co. launched the clinic on shared mail, an advertising medium that in the past five years has grown into a major newspaper competitor.

Harrison, vice president of the Times Co. and president of The New York Times Regional Newspaper Group, said New York Times papers in the South are "losing more than $3 million a year" to shared-mail competition. "We take the shared-mail threat very seriously," said Harrison, who moderated the clinic.

Speakers were Vance L. Stickell, executive vice president/marketing of the Los Angeles Times; James W. Hopson, publisher of The Middlesex News, Framingham, Mass.; and Sheldon L. Greenberger, vice president and director of advertising at the News and Sun-Sentinel of Fort Lauderdale.

Stickell described the Los Angeles Times' "Selective Market Coverage" program as having come from "humble beginnings" in 1982 to being "a prime coverage vehicle, enabling us not only to keep pace with a dynamic market, but also to develop new competitive leverage in an extremely challenging area of many media."

SMC is a preprint delivery program offering two basic options. "You can run a preprint in the Times, combined with a preprint in the mail (delivered in a Times shared-mail package), or, you can run an ad in the Times and we can mail (via shared mail) your preprint," according to Stickell. "And you have the option of running your preprint or ad on any day of the week.

"What's more," he continued, "your ad can appear anywhere—run-of-paper display, Home magazine, TV Times, classified or classified display."

The program has the capability of reaching 80 percent of the 3.5 million households in the Times' coverage area of Los Angeles and Orange counties and parts of Ventura and San Bernardino counties. It can reach 100 percent of single-family dwellings and 30 percent of apartments.

The area is broken up into 109 subscriber "grids." "Mail distribution splits" within selected grids also are available, resulting in 170 geographic selections. Potential coverage in individual grids ranges from 75 to 98 percent, Stickell said.

"With this customized plan, the advertiser can select one or a combination of areas to best cover the desired market segment, or he can buy the entire 170 areas to attain maximum market saturation."

Since its inception, SMC has delivered more than 1 billion preprints, Stickell said. In 1984 alone, it delivered 503.7 million copies and served an average 60 advertisers per week.

Stickell reported that in the first quarter of this year, piece volume increased 32 percent over the same period in 1984 and revenue rose 44 percent.

Late last year, the Times broadened its non-subscriber reach program with introduction of two "solo mail" services. One is called "Zip-up," using a non-subscriber resident list, and "Zip-over," using a list of non-subscribers who are charge customers of a particular advertiser. "Both programs net us a pure profit surcharge without any capital outlay," Stickell said.

However, not all total- or selective-market-coverage programs are as successful, at least in the beginning.

Hopson of The Middlesex News said his newspaper launched a TMC publication in fall 1983, but it was "all wrong." Lacking a "product manager"—an essential ingredient to any successful TMC program, he said—it just "didn't work well" and lost money.

Margaret Genovese

Two-year-old Grace Northrop, daughter of Thomas P. Northrop of Observer Publishing Co., Washington, Pa., and her mother, Peggy, meet Popeye arch-enemy Bluto at the King Features Syndicate reception.

The News improved the weekly product with good editorial material including cover stories on consumer and other topics. It cost "some money" to turn the operation around, Hopson acknowledged, "but the results were real good."

Real estate, automobile and auto-leasing ads have been particularly successful in the publication, he said. Selling single-sheet ads carried as preprints in the TMC publication also has been a success. Hopson said the availability of such pieces "opens up advertising possibilities that the sales force didn't have before."

The newspaper benefits because single-sheet ads are inexpensive to produce and mail, but they yield proportionately high revenue, he said. Advertisers benefit from having a relatively inexpensive yet effective means to reach targeted customers.

Among good prospects for single-sheet advertising could be small restaurants and muffler shops, Hopson said.

Competing direct-mail firms, in fact, already have had much success selling single-sheet advertising to small businesses, he noted.

Single-sheet ads—"mini-mail"—also is part of the TMC strategy at the News and Sun-Sentinel, said Greenberger. He told how his company started a shared-mail TMC program to help compete against direct-mail competition and to support his company's existing direct-mail services. Those include the Gold Coast Shopper and a mail house called Gold Coast Labeling.

In setting up a TMC program, Greenberger recommended "some ammunition for the battle" against mail competitors: Keep preprint rates competitive on a cost-per-thousand basis; offer frequency discounts; consider counting preprint linage toward contract fulfillment; and consider forming a network with other newspapers to make it easier for advertisers to buy newspaper preprint delivery services.

Greenberger suggested that newspapers check their preprint profitability. It is "not atypical" to find newspapers making high profits on their preprint business, he said. "There is room, perhaps, to take a step back (from current price levels), at least for the time being."

The Florida executive also noted a new trend on the mail front. "An awful lot of money we're losing to direct mail is not to shared mail," Greenberger said, but to single-sheet mail that retail stores are sending directly to charge customers. ☐

Foundation broadens mission to assist minority opportunity

The Board of Trustees of ANPA Foundation has added to the Foundation's mission statement the goal of working with the public and with newspapers to "enhance minority opportunities in newspapering."

It is the first change in the Foundation's mission statement since it was adopted in 1968, according to Judith D. Hines, vice president and director.

Exactly how the Foundation will carry out its new mission has not been decided, Hines said. However, she said the Trustees indicated a desire for the Foundation to reach out to newspapers in the same way it has through its Newspaper in Education program, "with hopes for the same kind of success."

The Foundation already has taken on several new projects as part of its participation in the newspaper industry-wide Minority Issues Steering Committee [**presstime**, May 1985, p. 82].

Subsequent to the Trustees' meeting, the James S. Copley Foundation donated $30,000 to the Foundation to support its new mission.

The other longstanding goals of the Foundation as described in its mission statement are to: "develop informed and intelligent newspaper readers; develop and strengthen public understanding of the press and of freedom of speech and press; and advance the professionalism of the press."

In other business, the Trustees re-elected their four officers to additional one-year terms. They are Chairman and President Helen K. Copley of The Copley Press Inc., La Jolla, Calif.; Vice Chairman Edwin L. Heminger of The Courier, Findlay, Ohio; Secretary Hines; and Treasurer Thomas C. Fichter, senior vice president and general manager of ANPA. ☐

Times Mirror Co.'s John E. Melkerson (left) and G. Web Ross enjoy scenic view at breakfast.

Convention sidelights

The range of speakers noted

Former Secretary of State Henry Kissinger began his Monday morning speech by noting that the Convention's "foreign policy considerations" would begin with him and conclude with Gen. Vernon Walters at the closing luncheon, "which means you have every point of view represented here from A to B."

Cut-rate rms, moon vu

By scheduling the Convention after May 1, when "off season" hotel rates went into effect, ANPA-member newspapers saved several hundred thousand dollars in expenses. The dates of the Convention also made it possible to view a full moon over Miami, a sight made famous by the old Betty Grable movie and song.

Newspapers galore for attendees

Literally thousands of complimentary copies of dailies were delivered to the Fontainebleau Hilton every morning. As hotel guests headed for the elevators they could pick up copies of The Miami Herald, The Orlando Sentinel, the Sun-Sentinel of Fort Lauderdale, USA Today, The Wall Street Journal and, in the afternoon, The Miami News and the Fort Lauderdale News. The Herald alone said it delivered about 700 copies a day. The wife of one conventioneer was heard to say, "I never read so many newspapers in my life."

Drawing the most comment was the Tuesday, May 7, edition of the Sun-Sentinel. It featured a front section printed on the paper's new Windmoeller and Hoelscher flexographic presses. Included in the edition was the same section printed on offset presses, and by all accounts, the flexo reproduction was superior. Publisher Thomas P. O'Donnell reported that reaction to the flexo section was "phenomenal."

UPI gets twitted in print

One of the things on the minds of newspaper executives attending the Convention was the future of United Press International, which filed for bankruptcy in late April.

In its extensive coverage of the proceedings, The Miami Herald noted: "UPI gave a reception Tuesday noon. But they had a cash bar."

Although the Herald didn't say so, both the UPI *and* the Associated Press receptions are *always* on a cash-bar basis.

All aboard for the good times

The location of the Convention made it possible for several newspaper suppliers to get away from hotel hospitality suites and entertain guests on yachts moored in Indian Creek across Collins Avenue from the Fontainebleau. For example, Reed Paper Ltd. of Toronto chartered El Presidente, a 96-footer with ample room to entertain up to 75 guests in air-conditioned, art deco elegance.

Convention tapes available

Cassette tape recordings are available for all Convention sessions. Prices are $8 per cassette or $130 for a full set of 20 tapes, plus a 50-cent handling charge for each cassette ordered.

To order, contact Convention Tapes International, 1630 Cleveland Road, Miami Beach, Fla. 33141; (305) 865-5628. ☐

C. David Rambo

More than 2,000 registrants attended a wide variety of functions in the Miami area.

Advertisers lay it on the line

Day 3 — May 8

- ✓ Advertisers speak out
- ✓ The "chilling effect" of libel suits
- ✓ An ambassador's global view

Newspapers came in for sharp criticism when a retailer and a former advertising executive offered their views of what newspapers should do next to cater to advertisers' desires.

Lee M. DuBow, senior vice president and corporate sales promotion director of Belk Stores Services Inc., offered a retailer's perspective. William M. Weilbacher, president of Bismark Corp., a marketing and advertising consulting firm, supplied the views of the national advertising community.

DuBow, whose company has headquarters in Charlotte, N.C., listed five "very simple" things publishers can do to improve business—and profits.

1. "Communicate with the pros who make the decisions that affect your bottom line." He asked how many in the audience had visited their newspapers' five largest advertisers this year, and few hands went up. "You have to be visible to the decision makers if you want to be remembered," he said.

2. "Think color—full color." DuBow said a publisher recently asked him how important color was. "After the shock wore off," he continued, "I asked him if there was anything in this world—other than his daily newspaper—that he still saw only in black-and-white.

"The NBC-TV network called itself the full color network in 1969. . . . During your 20-year planning session this year, how many of you made plans to be full-color by 2009?"

The way to staunch the flow of advertising from run-of-paper to preprints is to perpetuate the "cavalcade of color improvements in many of your papers."

3. Re-examine rates. Besides death and taxes, DuBow said, there's a third inevitability: the annual newspaper rate increase. "In the face of wavering local department store linage, does your cost per thousand truly justify an increase?" he asked. He also posed this question: "Is this the time to discuss variable newspaper rates, just as the banks have a variable prime?" [presstime, May 1985, p. 10].

4. Don't neglect the news content of newspapers. "What business are you in: news—or entertainment? News—or the distribution of preprints? Simple questions without simple answers. But most retailers are asking the questions."

5. "Get serious about standardization." Beyond the existing SAUs* and standardized rate cards, publishers need to tackle "the three hardest ones"—standardization of circulation reporting, invoices and research.

He said there are at least 13 ways newspapers define circulation, and "we need a common denominator we can all understand. . . . We are interested in analyzing quality as well as quantity, and we want circulation fitted to our purpose."

To compete with direct-mail firms for preprint business, newspapers must offer more flexibility, DuBow said. "Some of you say your hands are tied: 'Union contracts dictate our distribution' or 'Our distributors are independent.' Our simple question to you: Shouldn't zoning decisions be based on the needs of advertisers?"

DuBow said the Audit Bureau of Circulations has the "expertise and credibility" to "take the initiative in encouraging members to adopt a standardized structure," such as audits by ZIP code. "Will you listen?"

Convention Arrangements Committee Chairman Capen presides.

On standardized invoices, DuBow chastised the International Newspaper Financial Executives organization for excluding two elements from its suggested 27-item standard invoice—preprints and contract status. "Did they forget? Or are the controllers from a different era?" he asked.

On standardized research, he suggested that it be published in an 8½-by-11-inch format that should also be adopted for all types of reports for advertisers.

"Newspapers and retailers have been great friends for more than a century, and we've been profitable together," the department store executive concluded. "Who in this room is going to answer our remarkably simple questions? I hope it's the entire newspaper industry."

Bismark Corp.'s Weilbacher, who previously held senior management positions with several major advertising agencies, reported on a new study of national-advertiser use of daily newspapers. Its general conclusion: "Newspapers can increase their share of national advertising expenditures, but to do so is a formidable problem, and it is a problem whose solution will require a real commitment of time, resources and effort on the part of the newspaper industry."

The study, which was designed to pinpoint factors that have led to newspapers' continuing loss of market share of national advertising, involved interviews last fall with 75 advertising executives in New York City, Chicago, Detroit, Los Angeles, San Francisco, Minneapolis and Rochester.

According to Weilbacher, who was one of four people conducting the "intensive" interviews, the national advertisers generally cited as newspaper strengths "localness . . . usefulness in retail support,

Lee M. Dubow

William M. Weilbacher

authoritativeness, immediacy and informativeness."

Weaknesses revealed were:

- "A lack of creative flexibility," such as the sound and motion offered by broadcasters
- Expense. "Newspapers just cost too much money," Weilbacher said. He added that national advertisers resent the fact that their rates are higher than those for retailers, "but this isn't at the top of their minds. . . . The real problem is the absolute cost of newspaper advertising."
- "A poor and uncontrolled environment for national advertising," in which newspapers usually cannot offer a specific position or guarantee good color reproduction as television can. Newspapers are also perceived as "too mass relative to selective magazines, and not mass enough relative to television."

In a nutshell, Weilbacher said, national advertisers don't view newspapers as a bad medium, but they do regard them as a limited medium.

One recent action aimed at protecting and expanding newspapers' advertising base was creation of the NAB's Future of Advertising Committee [presstime, May 1985, p. 70]. And Chairman Harold W. Andersen, president of the Omaha World-Herald Co., briefed the session on its main goals.

Andersen said the project "will not require special funding" but will "demand a lot of time and thought." Inviting comments from all newspapers and newspaper organizations, he said, "Today, I can only promise that we'll work hard and try to develop a good plan of action that we can implement as an industry."

The committee has these other members: ANPA Chairman and President Richard J.V. Johnson of the Houston Chronicle, Cathleen Black of USA Today, Robert G. Marbut of Harte-Hanks Communications Inc., Walter E. Mattson of The New York Times Co., Reg Murphy of The Baltimore Sun, Vance L. Stickell of the Los Angeles Times and Jerome S. Tilis of the Detroit Free Press. ☐

Study planned on

A new effort is being made by newspapers to answer advertisers' age-old question: "How did my ad do?"

At the General Session on marketing and advertising, Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, announced that the Newsprint Information Committee, a group of six Canadian paper companies, has committed $100,000 to fund a "Continuing Study of Ad Performance."

Calling the study "the number-one priority in newspaper research today," Bogart urged more newspapers to join the 14 that have agreed to participate so far.

Bogart also discussed the results of a 1984 NAB study conducted with the Atlanta Journal and Constitution and six retailers that compared the "productivity" of a direct-mail circular with four forms of newspaper advertising.

Productivity was defined as the ratio of sales revenue generated by each type of advertising to the cost of the ad. In the experiment, the direct mail piece was mailed solo, not as part of a shared-mail package in which two or more ad circulars are united and mailed at a lower cost per thousand.

"Every form of newspaper advertising out-performed direct mail," Bogart said. With the productivity ratio of direct mail assigned an index of 100, newspaper run-of-paper averaged 289, newspaper inserts 271, newspaper ROP plus mail 149, and newspaper inserts plus mail 191.

But Bogart said the study shows there is no single best way to advertise.

For three of the retailers, newspaper ROP advertising alone was most productive, he reported.

Each of the other three retailers reported a different most-effective approach. For one, it was ROP supplemented by a circular mailed to non-subscribing households as part of a total-market-coverage package; for another, it was a newspaper insert alone; and for the third, it was direct mail.

Despite the strong performance turned in by newspaper ROP in the Atlanta experiment, advertisers continue their pursuit of preprinted inserts. In an overview of newspaper advertising, Bogart reported that inserts are the fastest growing part of the business.

"Excluding classified, inserts now represent the equivalent of 70 percent of our total display pages," he said. "Our stake in inserts is so huge that we've got to be competitive with the direct mailers in our pricing and equipped to compete with them in coverage, in flexibility and in service."

One way newspapers can compete with direct mail for chain retailers' inserts is to offer delivery to their credit card customers. NAB is working on a system it calls "merge/purge" to match a newspaper's subscriber list with a retailer's credit card list.

Another way is through TMC packages. According to Bogart, newspapers deliver to more than 15 million non-subscribing households each week.

Bogart also warned that television, newspapers' biggest competitor, is going more aggressively after newspapers' retail business.

He predicted that a reduction of the length of the standard TV commercial from 30 seconds to 15 seconds would spur a push for retail ads similar to that which occurred when the standard went from 60 seconds to 30 seconds.

Looking back at 1984, NAB President Craig C. Standen said it had been a "great year," with advertisers spending a record $23.7 billion in newspapers. National advertising grew 11 percent, retail was up 12 percent and classified jumped 25 percent, he reported.

Standen predicted continued growth in 1985, but not at as fast a pace, with national expected to rise 7 percent, retail 9

Re-elected NAB Chairman Johnson presides over session.

ad effects

percent and classified 10 percent. NAB projects total advertising expenditures in newspapers to be $25.9 billion this year, he added.

Another NAB official, Charles M. Kinsolving Jr., provided the session with an update on technology as it affects newspaper advertising.

AD/SAT, the planned system for transmitting and receiving newspaper advertisements via satellite, will be tested this fall by 12 newspapers in nine cities and four ad agencies, Kinsolving noted.

"We are satisfied that it will give multimarket advertisers reproduction quality that they will find more than acceptable," the NAB vice president/marketing and new technology said. "And we expect that during 1986, AD/SAT will start rolling out a national network of facsimile receivers to newspapers which join the network."

Kinsolving also discussed technological developments involving other media.

He cited several developments that merit particular attention:

- Cable system operators are creating "interconnects" allowing two or more cable systems to be "joined in a specific area for the purpose of selling advertising."
- Videotex, which has "failed to live up to expectations," may be "about to take off," as people become more familiar with electronic technologies through devices like automatic banking machines.

At the NAB annual meeting that began the morning program, it was reported that the bureau had a net loss in membership of five newspapers since June 1, 1984, with 32 resignations and 27 new members.

NAB revenues from dues, investments and other income for the 1984-85 fiscal year were estimated to be $12,804,000.

Twelve newspaper executives were elected to three-year terms as NAB directors and six directors were elected to second three-year terms.

At a May 5 meeting of the bureau's board of directors, four NAB officers were elected to new one-year terms: Chairman Tom Johnson, publisher and chief executive officer of the Los Angeles Times; Vice Chairman Frank A. Daniels Jr. of the News and Observer and The Raleigh (N.C.) Times; Secretary and Assistant Treasurer Arthur Ochs Sulzberger of The New York Times Co.; and Treasurer Richard E. Diamond of the Staten Island (N.Y.) Advance. ☐

Publishers asked to assist in persuading Postal Service

Even though the newspaper business has been unsuccessful in its campaign to achieve equity in postal rates, there have been some gains.

William J. Keating of Gannett Co., vice chairman of the ANPA/NAB/National Newspaper Association Joint Postal Task Force, outlined the successes—as well as the formidable tasks that remain—on the postal front.

"What we have achieved over the past couple of years is to place the concept of fairness solidly into an environment where that idea had had no supporters," said Keating, senior vice president of Gannett Co. and president/Gannett Newspaper Division. "We questioned old assumptions and shook up the established order."

He noted that remarks of key figures in the last postal rate case indicated at least recognition of newspaper arguments that third-class rates are inequitably low. "The establishment is finally listening," Keating said.

ANPA and other parties have appealed the outcome of the rate case to the 2nd U.S. Circuit Court of Appeals in New York. Oral argument on the case was held May 21.

The Gannett official asked for publishers' support in continued work toward goals including:

- Separate postage for detached address labels for shared-mail pieces.
- Higher third-class rates to recognize "actual delivery priorities and reliability provided by the Postal Service"
- More institutional or "overhead" costs being properly assigned to third-class mail.

Keating, a former Ohio congressman, said publishers can boost task force efforts by trying to "have an impact on" Postmaster General Paul N. Carlin and his staff. That can be accomplished, he said, by "aggressively developing business relationships, and by emphasizing the positive financial impact of our industry, with the Postal Service." ☐

ABC chairman makes appeal

The chairman of the Audit Bureau of Circulations said during the General Session that a "trend to confrontation" between ABC and some publisher members constitutes "a threat to ABC's continued existence."

Donald G. Goldstrom said the confrontation has taken the form of "disputes" in which ABC has been dragged into court and has had to pay big legal bills.

In an interview after the session, Goldstrom said an example of such a case was the lawsuit filed by The Trentonian against The Trenton Times and ABC. The Trentonian charged the Times and ABC with fraud, violating state and federal antitrust laws, and other activities as a result of inflated Times circulation figures.

"It cost us an awful lot of money to defend ourselves, and the suit was dropped," Goldstrom said.

"ABC auditors are not charged with the responsibility of policing your circulation departments," he said in his prepared remarks. "Nor do they begin their audit with the expectation that they will discover organized schemes to inflate paid circulation figures. ABC cannot afford, nor do we believe our members can afford, the kind of special audits required to deal with a 'catch-me-if-you-can' philosophy."

Goldstrom said he realizes "it is the intent of the great majority of publishers to live up to their management responsibilities and to their obligations as ABC members. At the same time, I suggest that it is a matter of concern that is likely to affect our common interest."

This "trend to confrontation" is just one reason Goldstrom said "the stool is wobbling a little" at ABC, a tripartite organization made up of advertisers, advertising agencies and publishers.

Another reason is that some members "have taken ABC for granted," said Goldstrom, who is vice president and director of advertising and marketing services at Armstrong World Industries Inc.

"Most advertisers are so confident of the good job performed by ABC audits that they don't pay very much attention to the changes taking place in markets and marketing, particularly newspaper marketing," he said. "Too often, as advertisers, we have depended on the publishers to read what's in our minds and make the rules. Too often . . . important issues have been debated among publishers while the advertisers looked on benignly." ☐

Libel litigation expensive, regardless of the outcome

Paul L. O'Brien

Joseph P. Averill

Win or lose, newspapers involved in libel suits are facing huge payouts in legal fees and insurance premiums. The typical libel suit that goes to trial will cost a newspaper $150,000 in legal fees alone.

"And costs continue to rise," said Edward W. Estlow, president and chief executive officer of Scripps Howard, as he opened a a panel discussion on libel titled "Speech Isn't Free: It's An Insurable Risk, Maybe." Estlow is chairman of the Newspaper Insurance Advisory Group. (See story, p. 42.)

To further complicate the problem, the number of companies offering libel insurance can be "counted on one hand with one finger left over," said panel member Paul L. O'Brien, U.S. general counsel for Mutual Insurance Co. Ltd. of Hamilton, Bermuda, one such company [presstime, March 1985, p. 16].

Fifteen years ago, a $20,000 libel judgment was considered substantial, he noted. "In today's world, cases that get to the jury have the potential for being multi-million-dollar loss items."

O'Brien, a member of the Washington, D.C., law firm Hanson, O'Brien, Birney and Butler, noted that newspapers in the Mutual program are now sharing the cost of defending against libel suits, and he said a surcharge for poor past experience will be levied this year.

"For many years, we have operated on the basis of collective security," O'Brien said. "Unfortunately, the marketplace no longer permits this approach, and we are, at this time, individually rating risks on the basis of their performance over the past five years."

Newspapers, he continued, "have got to begin to think more in terms of what is cost-effective, while still not compromising their own integrity. Simply stated, this mean that when settlements can be made which recognize error on the part of the newspaper even though that error might, in a technical sense, be completely defensible, then one must look at cost-effectiveness."

Another panel member, Parker D. Thomson, noted that costs can be divided into two parts: the judgment itself, and "the much larger part—the cost of defense, whether successful or unsuccessful." Total defense costs "are probably three times the total of damage awards," he said.

A greater loss is the loss of press freedom that can be brought about by a "chilling effect" of libel suits, said Thomson, a member of the Miami law firm Thomson, Zeder, Bohrer, Werth, Adorno & Razook. Libel claims are "the key cause of truncated press freedom," he said, and can cause decisions not to print reports that ought to be printed in the public interest.

Joseph P. Averill, general counsel to The Miami News, noted that an increasing number of newspapers are having articles reviewed by a libel lawyer prior to publication.

The lawyer reviewing articles "must know that he is not a super-editor," Averill said. "His function is not to decide which stories get published and which get spiked." The editorial counsel's role is to point out any pitfalls in a story.

Averill observed that review of the editorial process is often resisted in newsrooms. But he said it is necessary because of the "fault" standard in private figure libel cases, which has been translated in most states as a simple negligence test. "As publishers," he said, "you must help overcome this newsroom resistance."

"Consumer affairs" articles are a fertile source of litigation, Averill warned, largely because merchants are not usually "public figures" for libel purposes.

The use of confidential sources and "blind quotes" also provide a basis for much litigation.

Costs for legal review can be high.

But, said Averill, "Increasingly, newspapers are finding that, on a cost/benefit basis" prepublication review results in substantial savings later on. Review of sensitive stories can save possible litigation costs, indirect costs of management time and "loss of community standing" by being dragged into court.

In fact, Averill also said, some newspapers have found that their libel lawyer "can be the best bargain in town."

The fourth panel member, Katharine P. Darrow, general counsel of The New York Times Co. and chairman of the ANPA Legal Affairs Committee, took the audience step-by-step through a libel case.

At the beginning of a case, publishers should ask their lawyers to prepare a comprehensive budget outlining what they plan to do at each stage. It should be established whether the case involves a matter of principle in which every effort must be made to win, regardless of cost, or whether it is a case that can be settled or even lost.

She said the point of the budget process is to ensure that the publisher stays involved in the management of the lawsuit and is informed at every stage how the actual costs compare with the latest estimates.

"The most important rule of the budget process, that must be explicitly agreed upon by your lawyers, is this—you will not pay any bill that exceeds the budget unless you have been told in advance that the costs will exceed the budget and have been given a revised estimate," Darrow said.

A preliminary fact investigation and the drafting of an answer to a complaint may cost $5,000 for 40 hours of a lawyer's time, she noted.

The next stage, discovery, is more expensive, Darrow said, "because it takes hours and hours of lawyer time." To control discovery costs, "make sure no more lawyers are going to the depositions than necessary," and "consider which depositions are really necessary to your case."

Pretrial motions to dismiss or for summary judgment require extensive legal research and are expensive. "The papers for a summary judgment motion are likely to cost at least $10,000, perhaps as much as $20,000," she estimated. "So you have to ask yourself—and ask your lawyers—what are your chances of success with this motion?"

When a typical case goes to trial it may last three days to a week. A "fairly routine" trial will cost "at least $50,000," Darrow said. Then come post-trial motions and appeals and more expenses that can bring the total cost to $150,000.

Counterclaims and countersuits for damages "are by no means a sure way to recoup even your legal costs," the Times Co. attorney cautioned.

"Of course," Darrow said, "they have other benefits, and you may decide that by bringing such countersuits you'll discourage other plaintiffs from suing in the future. That's certainly a way to cut legal costs, but hard to quantify." ☐

Walters closes Convention with global view; warns major Soviet goal is to divide U.S. allies

An objective of the Soviet Union is to convince other countries that the United States is not a reliable ally, said U.S. Ambassador-at-Large Vernon A. Walters in the Convention's concluding address. He said U.S. policy in Nicaragua is being viewed by America's allies as a test of resolve.

"The prime objective of the Soviet Union has been to divide U.S. allies by telling the allies that the United States is not a reliable protector," said Walters, who was confirmed by the Senate a week later as ambassador to the United Nations.

Walters observed that France began to develop nuclear weapons after the United States initially failed to respond to the placement of missiles in Cuba. "Do we want to live in a world where 35 nations develop nuclear weapons to protect themselves because they do not trust the United States? And that is why the credibility of the United States today is so important," he said.

Because his nomination was still pending in the Senate, Walters told the publishers he was at a "peak of timidity."

Nonetheless, the retired Army lieutenant general and former deputy director of the Central Intelligence Agency shared other "lessons" learned in 44 years of public service.

It is "difficult" to deal with a military-industrial complex such as the Soviet Union and "to convince them they should reduce the defense burden on their people," he said.

The Soviet Union already has "a three or four-to-one" advantage over the United States in nuclear weapons, he noted.

There will be "changes in style" under the new Soviet leader Mikhail Gorbachev, he said, but there will not be substantive changes under "a government run by consensus."

He surprised many in the ANPA Luncheon audience by commenting that next to the Soviet Union, the United States' "most delicate" relationship is with Mexico. "Every kid there reads that we took half of their country," he said.

Commenting on other countries in an address rich with anecdotes, Walters noted that:

- In Vietnam, there is only one newspaper today. Once, 21 papers were published there.
- In Africa, "We must convince them that we're opposed to apartheid."
- In the Middle East, "We're committed to Israel's security," and there is a need for negotiations between Israel and the Palestine Liberation Organization.

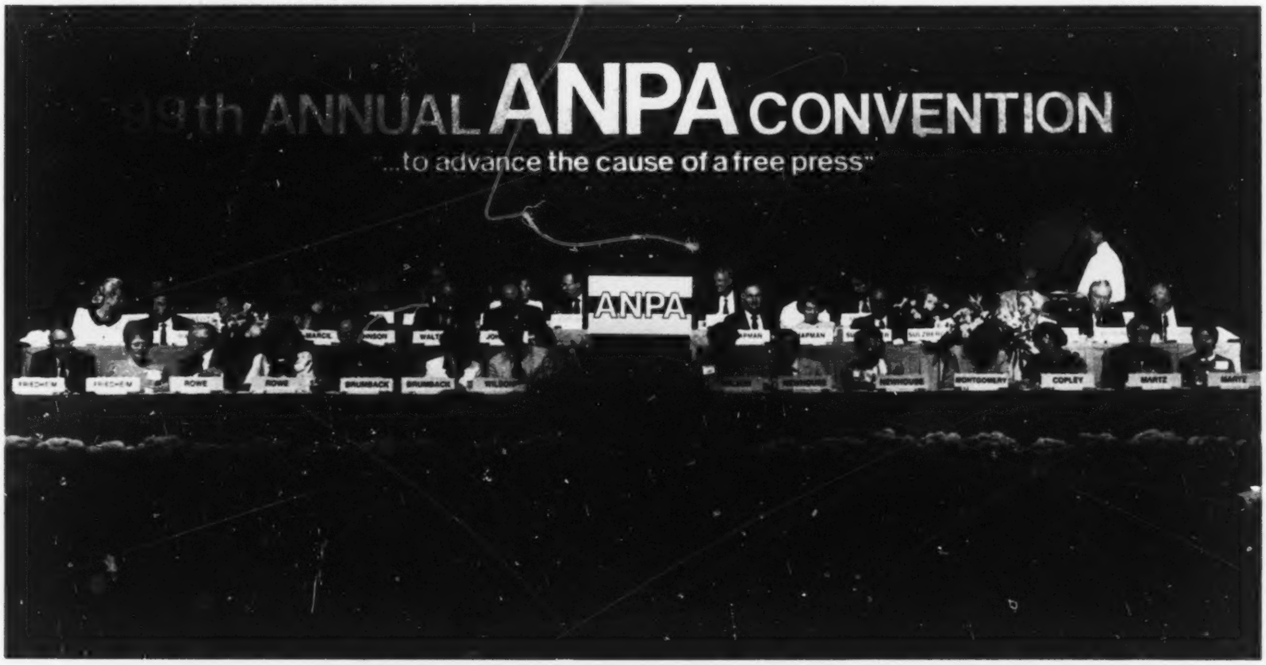
At one point, Walters referred to another Convention speaker as he recounted in detail the story of how, during the Nixon administration, he smuggled Henry Kissinger into Paris for secret negotiations.

Appointed by President Reagan in 1981 to be ambassador-at-large, the multilingual Walters has been dispatched on numerous trouble-shooting and mediating missions around the globe. They include trips to Latin America, the Middle East, the People's Republic of China and Africa.

As UN ambassador, Walters succeeds Jeane J. Kirkpatrick. He vowed he "will not try to fill (Kirkpatrick's) shoes. I will fill my own."

He said he will be neither a hawk nor a dove, but "will speak like an eagle." He will not be "an errand boy," but one who will help formulate policy.

His desire, Walters said, "is to be remembered as a man of peace." ☐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ANPA Board members and spouses enjoy luncheon before Walters address.

REGULATIONS

JOA buyout gets green light

The Department of Justice has announced it will not challenge the apparently unprecedented purchase of one party in a newspaper joint operating arrangement by the other.

This gives the go-ahead for The Derrick Publishing Co., publisher of The Derrick (morning, circulation 16,688) in Oil City, Pa., to acquire all of the assets of News-Herald Printing Co., publisher of The News-Herald (evening, 8,339) in Franklin, Pa., about nine miles away.

Since 1956, the business operations of the two newspapers have been performed by Venango Newspapers Inc., a company jointly owned by Derrick and News-Herald.

Such arrangements are granted antitrust immunity under the Newspaper Preservation Act, which allows two competing newspapers to merge their business operations if one of the newspapers is in danger of failing.

E.P. Boyle, president and publisher of The Derrick, said he hoped the purchase would be completed by the first of June.

"This changes very little in our operation," he said. "We will try to continue the evening paper the same way it's been running."

Carolee K. Michener, executive editor of the News-Herald, said the newspaper's sale came as no surprise to its 12-member news staff because it had been in the works for a year.

"I'm happy and I think the rest of the staff is happy that the Derrick is buying it," she said.

There are no changes in policy expected immediately, Michener said, and the staff will remain the same.

News-Herald Vice President and General Manager Taylor W. Foster said he and the other principal owner of the newspaper, Harriet R. Bleakley, decided to sell because they wanted to retire.

Foster declined to disclose the sale price.

An attorney for both newspapers, Morris J. Levin of Washington, D.C., had asked the Justice Department for a statement on whether it intended to challenge the proposed purchase. Levin said it was the first time in the history of JOAs that one participant had bought out another.

In an April 29 letter to Levin, Charles F. Rule, acting assistant attorney general for the Antitrust Division, said the department did not intend to take any enforcement action.

In making that decision, the department applied a two-pronged test developed in 1983 in connection with its investigation of a proposal by the owners of the St. Louis Globe Democrat and the St. Louis Post-Dispatch to merge the newspapers and close down the Globe-Democrat, Rule said.

The department announced at that time it would challenge the mergers of JOA newspapers unless one of the newspapers would be a "failing company" if operated outside the JOA, and there were no alternative purchasers willing to operate the newspaper outside the JOA.

In the St. Louis case, the Justice Department actively sought buyers for the Globe-Democrat, which ultimately was purchased by Jeffrey M. Gluck, publisher of Saturday Review magazine [presstime, Feb. 1985, p. 51].

In the Pennsylvania case, Rule said, the department believed that the owners of the News-Herald had made "serious efforts" to find a buyer other than Derrick.

Rule also said the department concluded that the News-Herald "likely would be a 'failing company'" outside the JOA after analyzing financial information and talking to third parties familiar with the newspaper and its market.

It took into account, he said, "the relatively depressed economic condition of the Franklin-Oil City area, the area's small and stagnant population, and the lack of a strong retail base to supply advertisers for two competing daily newspapers." ☐

Film describes 'Hazard Communication' rule

A 10-minute audiovisual program is now available to help newspapers comply with the training requirements of the federal Occupational Safety and Health Administration's "Hazard Communication" standard.

Designed to give newspaper employees an overview of the new regulation, "What's It All About" was produced by Industrial Training Systems Corp. with the assistance of ANPA [presstime, March 1985, p. 26].

Newspapers also will have to provide their employees with training in the safe use of specific hazardous substances, according to Richard W. Neergaard, ANPA manager/environmental services.

ANPA is developing a package of materials to assist with this and other aspects of compliance with the standard, he said.

The audiovisual program is available in several formats: slides with accompanying audio tape, ¾-inch videotape and ½-inch video tape (VHS, Beta I or Beta II). Single copies of each are available for $325 plus $7.50 for shipping and handling. There are discounts for multi-copy purchases. Contact ITS, 20 West Stow Road, Marlton, N.J. 08053. ☐

REGULATORY NOTES

- Federal Communications Commission Chairman Mark S. Fowler has asked Congress for authority to use an auction to award initial licenses for some broadcast frequencies.

The **competitive bidding option** would not apply to media of mass communications, such as radio and television. However it would cover cellular radio, according to Thomas C. Spavins, deputy chief of the FCC's Office of Plans and Policy.

- The Occupational Safety and Health Administration told its regional administrators to resume enforcement of the **hearing conservation** amendment to its workplace noise standard.

OSHA had suspended enforcement after a three-judge panel of the 4th U.S. Circuit Court of Appeals ruled last November that the agency exceeded its authority in adopting the amendment [presstime, Dec. 1984, p. 34].

OSHA's latest action was prompted by the court's April 3 announcement that it had agreed to OSHA's request for a rehearing of the case by the full court.

LEGISLATION

Bill to weaken FOIA advances in Senate

For the third consecutive Congress, a major bill to weaken the Freedom of Information Act has started to move through the Senate.

"The Freedom of Information Reform Act," S 150, was approved May 15 by the Senate Constitution Subcommittee. It is identical to legislation passed by the Senate in 1984 and opposed by press organizations [**presstime**, April 1985, p. 14]. That bill was never acted on by the House.

Subcommittee Chairman Orrin G. Hatch (R-Utah), sponsor of the bill, said hearings will be held on the measure by the full Judiciary Committee, but at press time no date had been set.

Judiciary Committee Chairman Strom Thurmond (R-S.C.) and subcommittee member Paul Simon (D-Ill.) both expressed an interest in hearings, according to their staffs.

Simon, who was elected to the Senate in November after 10 years in the House and who at one time owned a group of weekly newspapers, was the only one of the five subcommittee members to vote against the bill. He asked for hearings after receiving information from a coalition of press organizations, including ANPA, outlining their objections to the legislation. "It was enough to raise questions in his mind about the bill," said his press secretary, David W. Carle.

Among other things, press organizations object to S 150's provisions creating a new exemption for organized crime investigations and allowing the government to charge "fair value fees or royalties" for certain technological information.

In the House, no hearings have been scheduled on an FOIA bill introduced by Rep. Glenn English (D-Okla.), chairman of the Government Information Subcommittee. English's bill, HR 1882, is more limited in scope than the Senate bill and does not contain the organized crime exemption or the fee provision.

Any work on FOIA legislation in the House subcommittee will take the form of "quiet negotiations" aimed at reaching a consensus among interested parties, said Robert M. Gellman, subcommittee counsel. "We've held all the hearings that there are to hold on this," he added, referring to hearings during the last Congress. ☐

LEGISLATIVE NOTES

- Testifying before a congressional subcommittee May 21, a spokesman for the Free Marketing Coalition said the media organizations making up the group oppose a ban on broadcast **beer and wine advertising** as unconstitutional.

Howard H. Bell, president of the American Advertising Federation, also told the House Telecommunications, Consumer Protection and Finance Subcommittee that mandated "counter advertising" would create "dangerous new precedents."

ANPA is a member of the coalition.

- Two congressional committees have approved bills to **reauthorize the Federal Trade Commission.**

The measure adopted May 9 by the Senate Commerce Committee includes a provision that would prohibit the commission from issuing industry-wide rules regulating advertising on the basis of unfairness.

The bill passed May 15 by the House Energy and Commerce Committee has no such provision.

- Congress has passed a bill repealing a law requiring **"contemporaneous" records** to substantiate tax deductions for the business use of automobiles and certain other property [**presstime**, May 1985, p. 42].

The Internal Revenue Service interpreted the 1984 law to mean taxpayers must keep detailed logs of their automobile trips. ANPA was among those protesting the rules.

Although the controversy was largely over the law's application to automobiles, it also covered other dual-use property, including personal computers.

To offset revenue losses from the repeal measure, Congress included a provision reducing depreciation deductions and investment tax credits for business cars.

COURTS

Libel symposium scheduled in August

An advanced Libel Trial Symposium for media defense counsel will be conducted Aug. 22-23.

Cosponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center, the symposium will be the second they have offered. The first, in 1983, provided basic training in libel law. The upcoming one, at the Hyatt Regency O'Hare in Chicago, is intended to provide more advanced training for lawyers in the actual trial of libel cases. To attend, lawyers must have the approval of an ANPA or NAB member.

For more information, contact W. Terry Maguire, ANPA vice president/general counsel, at The Newspaper Center in Reston. ☐

COURT BRIEFS

- In a 6-3 decision, the U.S. Supreme Court ruled May 20 that The Nation magazine **violated copyright law** when it ran excerpts from a then-unpublished manuscript of former President Gerald R. Ford's memoirs. Rights to the manuscript were held by Harper & Row, which had sold the rights to publishing excerpts to Time magazine.

Justice Sandra Day O'Connor, writing for the majority, said the use of "generous verbatim excerpts" of the manuscript was not a "fair use" within the meaning of the Copyright Act. The decision reversed a ruling by the 2nd U.S. Circuit Court of Appeals [**presstime**, Oct. 1984, p. 43].

- Two **newspaper antitrust cases** have been dismissed. Both involved complaints against the total-market-coverage programs of daily newspapers.

The suit filed by Sun Newspapers of Lincoln, Neb., against the publishers of Lincoln's two daily newspapers was dismissed by stipulation of the parties [**presstime**, April 1985, p. 34]. There was no admission of wrongdoing or payment made by any of the defendants, the parties said. Defendants were Journal-Star Printing Co., Lee Enterprises Inc. and the State Journal Co.

The suit filed by Green Valley (Ariz.) News and Sun against the Arizona Daily Star and the Tucson Citizen was ordered dismissed by U.S. District Judge William D. Browning [**presstime**, Feb. 1985, p. 30]. Browning said that he had found no injury or damage to date.

ANPA calls proposed rules change for second-class 'unnecessary'

ANPA has characterized as "unneeded problem solving" a U.S. Postal Service proposal that would effectively end the use of second-class mail for total-market-coverage programs.

"The Postal Service poses a non-existent problem and proceeds to answer it with unnecessary and intrusive regulation," the Association said May 20 in comments to USPS.

"Why the Postal Service would wish to spurn new business and discourage publishing innovations remains a mystery to us," ANPA said.

In what some observers said was a "surprise" move, USPS March 6 proposed a rules change that would prohibit newspapers from mailing a second issue on a day that another regular issue appears [presstime, April 1985, p. 42].

The change would mean that newspapers now using second-class mail for TMC programs would have to switch to third-class mail, use the second-class "requester" category, or implement a carrier-delivery system.

USPS said the second-class TMC programs—which it called "Plus" issues—have resulted in a "blurring" of the distinctions enacted by Congress between second- and third-class mail.

But ANPA said in its comments that such a non-subscriber delivery program is consistent with existing Postal Service rules and regulations. "Current rules are perfectly adequate to address any abuses," it said.

ANPA said many of the "Plus" issues that have been developed are "innovative, reader-oriented marketing programs that will inevitably enhance the newspaper's future and invite our members into a reunion with USPS." The programs, which reach subscribers as well as non-subscribers if done properly, in many cases help build paid circulation.

The USPS proposal followed an Advo-System Inc. complaint to the Postal Rate Commission in which the direct-mail firm objected to newspapers' TMC programs using second-class mail. The Postal Service originally sided with newspapers in that case, but it later reversed its position and proposed the rules change.

The rate commission subsequently put the Advo petition on hold pending the outcome of the proposed USPS rules change. Advo objected to the stay of its complaint. But the commission May 14 said it will stick with its plans.

The commission also said, however, it encourages Advo and other parties in the case to settle the complaint. It said it will hold proceedings for a settlement. A prehearing conference on the issue was scheduled for June 18.

A byproduct of all these legal twists and turns is the production of truckloads of legal briefs. One observer called it a "paper war" among the various mailing interests.

The paper proliferation has manifested itself in a new, though informal, ANPA group called the "second-class 'issue' interest group." It includes representatives of many of the approximately 200 newspapers that use second-class, non-subscriber mailings, and some members of the ANPA Postal Committee and ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force. ☐

Canadian 2nd-class rate to increase 6%

Canada Post announced a series of rate increases that will boost costs for second-class delivery about 6 percent.

The changes will become effective June 24 unless the federal government decides to postpone the implementation date.

John E. Foy, executive director of the Canadian Daily Newspaper Publishers Association, said CDNPA considers the new rates fair and will not oppose them.

Canada Post rates last went up in the first quarter of 1984 [presstime, Nov. 1983, p. 18]. ☐

Senate, House actions brighten picture for postal subsidy

The provision of federal funds to augment delivery cost of "preferred" mail, such as in-county newspapers, is having rough sledding in Congress again this year.

The U.S. Senate in May voted 51 to 46 to allocate $100 million for the purpose—more than $700 million less than needed to maintain existing postal rates.

Even at that, the full Senate was more generous than its Budget Committee, which recommended that no money at all be provided. Zero funding would result in 150-300-percent postal rate increases for newspapers [presstime, May 1985, p. 49], experts have said.

Efforts in the House appear more encouraging to newspapers with substantial mail delivery.

The House Budget Committee May 16 recommended $871 million for the so-called "revenue forgone" funding category—an amount that would allow second-class rates to remain at about current levels.

At press time, the full House had not acted on the proposal. But Tonda F. Rush, ANPA counsel/government affairs, said the House likely would go along with most or all of the recommendation. The matter then would go to a House-Senate conference committee to resolve the difference.

Rush noted that there is some Senate interest in limiting in-county, second-class rates to publications primarily mailed within the county of publication. Excluded from using in-county rates would be national publications and those publications that primarily use their own carrier force for newspaper delivery. ☐

POSTAL NOTES

- The U.S. Postal Service has abolished rules requiring all **advertisers in a shared-mail package** to have a separate third-class bulk mailing permit. Effective May 19, the annual $50 fee must be paid only by the company entering the shared-mail package into the mailstream.

ANPA opposed the change. It said the permit "extends to the consumer at least the very tip of a paper trail through which he or she may satisfy himself that the mail has paid its required freight and may determine at whose behest it was sent."

- Daily newspapers in the United States and Canada "are **depending less on the Postal Service** for delivery to subscribers than in previous years," according to a "mini-survey" conducted earlier this year by the International Circulation Managers Association.

However, the survey also showed that a number of newspapers, particularly those with less than 25,000 circulation, still rely very heavily on the mails.

Survey respondents represent 320 U.S. newspapers, 19 Canadian newspapers, and one each in Puerto Rico, England and Denmark.

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FIEJ awards Golden Pen to Philippine publisher

Though still under house arrest in his own country, the man called the "father of Philippine journalism" traveled to Tokyo to receive the 1985 Golden Pen of Freedom Award from the International Federation of Newspaper Publishers.

At the 11th hour, Joaquin P. Roces, former publisher of The Manila Times, received special permission from the Philippine government to accept the award in person May 13 at the 38th FIEJ Congress.

The Golden Pen has been awarded almost every year since 1961 to the journalist judged to have contributed the most to advance the cause of press freedom.

Also during the May 12-16 meeting, six resolutions aimed at strengthening world press freedom were approved.

One was an ANPA proposal to encourage assistance to independent media in Third World countries.

The other five:

- Urged educational institutions to encourage newspaper readership
- Opposed the expansion of government control from broadcast to print media
- Stressed the importance of safeguarding principles of press freedom in new electronic media
- Urged members to oppose government taxation of newspapers
- Called on members to enhance press credibility in their countries.

Asahi Shimbun

Roces (right) accepts award from Ernst H. Klaebel of Politiken of Denmark.

The publishers also voted to extend a 1985 dues increase of 51 percent through the following year. Because dues are assessed in French francs, the net effect of the increase varies for FIEJ members in different countries.

For example, the 51-percent increase in 1985 will amount to only about a 35-percent hike for ANPA [presstime, Nov. 1984, p. 44].

The congress was attended by more than 250 publishers, including 13 Americans, from 24 newspaper organizations. ☐

WORLD PRESS NOTES

- The Rand Daily Mail, an outspoken critic of the racial segregation policies of South Africa's government, **ceased publication** April 30.

Last minute efforts to save the financially troubled newspaper proved futile. It was replaced by Business Day, an expanded version of the Mail's financial section [presstime, April 1985, p. 41].

- Italian journalists **returned to work** after staging a walkout that left the country without newspapers, radio or television news April 28-30.

The longest total media blackout in postwar Italy ended with the journalists' union winning raises that will be go into effect over the next three years.

- In yet another twist in the case of the **shooting of a Chinese-American journalist** near San Francisco last October, the gangland leader convicted of the murder retracted his statement that he had been ordered to kill Henry Liu by Taiwan's military intelligence chief [presstime, April 1985, p. 41].

It was based on this testimony that the intelligence chief was sentenced to life imprisonment April 19, and two of his deputies received sentences of two and a half years in jail for complicity.

Taiwan's High Court is reviewing the case.

- The publisher and editor of Greece's largest-circulation daily, Ethnos, were **sentenced to five months in jail** April 25 for publishing the contents of a correspondent's telephone conversation, obtained by wiretapping.

The correspondent, Paul Anastasiades, who writes under the name Paul Anastasi for The Daily Telegraph of London and The New York Times, has sued Ethnos for $1.4 million for libel, based on the paper's charge that he was a terrorist and foreign agent [presstime, Nov. 1984, p. 44].

Free-press groups drive home message at Red Cross meeting

Advance preparation by free press groups paid off at the conference on safety of journalists sponsored by the International Committee of the Red Cross April 23-24.

Presentation of the circumstances surrounding the murder, injury, jailing or expulsion of more than 300 journalists in 1984 "made it abundantly clear issuing identification cards is not the answer to problems in this field," said Dana Bullen, executive director of the World Press Freedom Committee.

Free press groups had expressed fear that a proposal favoring government-issued identification cards, which they regard as a form of licensing journalists, might emerge from the so-called Round Table on The Safety of Journalists on Dangerous Professional Missions, in Vevey, Switzerland.

The list of the 1984 incidents, compiled by ANPA Librarian Yvonne Egertson, was distributed by Bullen at the two-day meeting of representatives from 16 international and regional press groups. [presstime, May 1985, p. 46].

The new suggestion receiving the most attention at the meeting was a proposal for the Red Cross to maintain an international "hotline" that journalists and news organizations all over the world could call in emergencies.

Bullen labeled the hotline proposal "the best thing I've heard in this field over the past decade."

Gene P. Mater, vice president of CBS Worldwide Enterprises, made the proposal as chairman of the North American National Broadcasters Association.

In mid-May, ICRC spokesman Alain Modoux told presstime the Red Cross has "accepted the principle" of the hotline, and is now "studying the technical aspects."

Also accepted in principle, said Modoux, were suggestions that the Red Cross include journalists as a special category in the organization's ongoing programs to keep track of missing people throughout the world and visit those who are jailed, as well as make an effort to keep journalists informed on Red Cross activities.

Rejected by the international organization was the suggestion that the ICRC protest specific incidents when journalists are endangered. Such protests, often made by groups such as the Inter American Press Association or International Press Institute, are against Red Cross policy. ☐

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Changes coming in networks, survey shows

Ninety-two percent of 348 major firms responding to a Conference Board survey are planning significant changes in their telecommunications networks.

Results of the newly released survey, which was conducted last summer, also include the following:

- Eighty percent of the firms use or plan to use bypass facilities that route calls around local telephone exchanges.
- At least seven types of bypass systems—some using microwave transmissions or fiber optics networks—are operating.
- Sixty-two percent of the companies plan to switch long-distance carriers.

The survey by the Conference Board, a private economics research organization, covered firms with sales of more than $10 million. Telecommunications companies were excluded.

Among the managers surveyed, a major complaint concerned problems their companies were having finding telephone company staff responsible for providing essential information about phone service. The managers also complained that installation of new equipment was unacceptably slow. ☐

California considers extending press freedom to telecommunications

A committee in the California State Assembly has voted in favor of legislation that would extend freedom-of-speech and press protections to electronic communications.

The bill would also add "electronic information systems and databases" to records protected from unreasonable searches and seizures.

Assembly member Gwen Moore of Los Angeles, who introduced the bill, said it is mainly intended to benefit financial and academic institutions, which increasingly store electronic information. The young videotex industry would also benefit, she said.

The bill, which cleared the Public Safety Committee May 20 on a 4-0 vote, would amend the state's constitution. It goes next to the Constitutional Amendment Committee. ☐

Print-TV cooperative a success

"Is there life beyond Rte. 128?" asked a writer for The Boston Globe when a Boston television station created a news cooperative with five Massachusetts dailies outside the high-speed beltway that partially encircles the Hub.

A year and a half later, as far as the members of the New England News Exchange are concerned, the answer is clearly "yes." Not only is there "life," there is news, and they credit their unique association with enhancing coverage of the news emanating from many of the towns outside of Boston and throughout New England.

Through the exchange, Channel 7, WNEV-TV, established bureaus in the newsrooms of participating Massachusetts dailies—The Lawrence Eagle-Tribune north of Boston, The Patriot Ledger in Quincy to the south, and another that operates out of two offices west of Boston, The Worcester Telegram and Evening Gazette and The Middlesex News in Framingham [**presstime**, Dec. 1983, p. 28].

Since its formation in October 1983, the exchange has expanded to include at least some media from all six New England states, adding six more television and 10 radio stations to the original group.

Unorthodox as it may sound in the competitive business of newsgathering, participating newspapers and broadcast stations share news tips and develop stories together. Often, television spots are broadcast directly from one of the papers' newsrooms, with print reporters appearing on Channel 7's evening news. The station also has a regularly scheduled Saturday program featuring a panel discussion with editors of the participating papers.

"The only thing wrong with it is the theory," says Eagle-Tribune Editor Daniel Warner. "I have a foreboding sense we ought not to be cooperating with somebody that much."

But in practice, the editors say cooperation works fine.

With the newspapers' well-established town contacts, most of the tips move from them to Channel 7. But papers are enthusiastic about the promotional value of appearing on nightly television.

"If we had to buy three minutes of prime time, it would break the bank," says William B. Ketter, editor of The Patriot Ledger.

Ketter does not see TV as a competitor to his newspaper, "or for that matter to most newspapers. If you look at the studies," he says, "you'll find people who watch TV news read newspapers. Television is a headline service. It serves mostly to whet the appetite. People look to newspapers to give authenticating or explanatory details."

Middlesex News photographer John McDonnell (right) and WNEV cameraman Jeff Grove work together on assignment.

The "ultimate" benefit from the cooperation "is for our story to appear [in our paper] in the afternoon, then get teased on television at night," says Asa Cole, executive editor of The Middlesex News. "A lot of times they will actually show the front page of our newspaper [on television]."

For some papers, the benefits are even more specific. One of the reasons The Lawrence Eagle-Tribune joined the exchange, says Warner, was that "we have some interest in expanding our territory. We wanted people in areas we hadn't previously served to know us."

Channel 7 is also pleased with its part of the bargain. Within a year of forming the cooperative, Nielsen ratings for the six o'clock news nearly doubled. In mid-May, locally-owned WNET-TV's program, formerly "a very weak, very poor third," earned the same Nielsen rating as the top Boston TV station, says News Director Jeff Rosser.

Much of this increased popularity Rosser attributes to the exchange. For example, WNET's ratings for the six o'clock news, which uses a great deal of material from participating newspapers, are much higher than those for its 11 o'clock news, which up to now has used very little.

"Because we have additional eyes and ears, each day we have a longer list of stories to pick from," says Rosser, who was the prime force behind organizing the cooperative venture.

For example, through tips gathered from exchange reporters, Channel 7 became the first Boston television station to air reports of explosives hidden in a van west of Boston by a terrorist group thought to be operating in the city. On the other hand, Channel 7 tipped off the Lawrence paper about the crash of another TV station's helicopter in New Hampshire, and transported an Eagle-Tribune reporter and photographer to the scene. And the helicopter enabled Cole to inform Framingham readers of a hazardous waste spill in Milford, Conn.—on deadline.

The major fear—that stories would be stolen—has been allayed by firm adherence to an agreement that no station will broadcast news based on a tip received from a newspaper unless the paper has a chance to publish first—and vice versa.

What "saved" the exchange, says Warner, was "we made an agreement that first we'd take care of ourselves."

—Marcia Ruth

Snafus in press-pool test prompt Pentagon meeting

The press and the Pentagon are taking steps to iron out the problems that plagued the first test of the contingency press pool in late April.

Representatives of ANPA and the American Society of Newspaper Editors and the Washington bureau chiefs of six newspaper companies from which the next pool members will be selected were scheduled to meet May 29 at the Pentagon with Michael I. Burch, assistant secretary of defense for public affairs, to clarify procedures for future pools.

The first test of the pool was followed by charges from the Pentagon of "leaks" by the press and complaints from the press over the Pentagon's failure to provide the means to file stories and pictures [presstime, May 1985, p. 55].

One change that may be put into effect is the use of "code words" in telephone conversations activating pools in an effort to prevent foreign intelligence agencies from intercepting messages. "It's something we're looking at," said Air Force Col. Robert J. O'Brien Jr., deputy assistant secretary of defense for public affairs.

During the April exercise, in which the pool was flown to Honduras to observe an amphibious landing exercise, a number of telephone calls were made that could have been intercepted.

Expected to attend the Pentagon meeting for ANPA was Executive Vice President and General Manager Jerry W. Friedheim, and for ASNE its president, Robert P. Clark, vice president/news for Harte-Hanks Communications Inc. Bureau chiefs invited were from Newhouse Newspapers, The Times Mirror Co., Scripps Howard, The Milwaukee Journal, The Christian Science Monitor and The Chronicle Publishing Co. of San Francisco. ☐

AP

Pool reporters are outfitted for covering the amphibious landing in Honduras.

Guild, 3 others join First Amendment Congress

The board of the First Amendment Congress accepted four new members, the first added to the original 12 that founded the organization in 1979. They are: The Newspaper Guild, whose application triggered some heated discussion; National Federation of Press Women; Women in Communications Inc.; and the Public Relations Society of America.

Meeting in Chicago May 17-18, the board also narrowed site selection for permanent headquarters to Boulder, Colo.; Evanston, Ill.; and Columbia, S.C. [presstime, Oct. 1984, p. 51]. ☐

Program helps media probe local ties with Third World

The Sigma Delta Chi Foundation is sponsoring a new program designed to help newspapers and broadcast stations investigate links between their communities and Third World Nations.

Entitled "Main Street America and the Third World," the program already has received $235,000 from the Ford Foundation, the Carnegie Corp. and the Benton Foundation.

The program will be directed by John Maxwell Hamilton, a veteran journalist who is now a North American advisor for the World Bank.

In a 1984 pilot project at The American, a 25,000-circulation daily in Hattiesburg, Miss., Hamilton coordinated a five-part series demonstrating Third World ties to the city of 40,000 people.

Even in this small community, connections included such things as:

- Immigration—why people left various Third World countries and what they were contributing to Hattiesburg
- Education—enrollment at the University of Southern Mississippi
- "Homegrown foreign aid"—contributions by local religious groups or loans by local banks to Third World countries.

Explaining the choice of the small Mississippi city, Hamilton said, "We wanted to pick a place that was unassailably difficult. Otherwise you haven't proved much." The results show "anybody can do it at any paper anywhere. You can find the stories and write them so the readers will read them," said Hamilton.

A follow-up survey showed "extremely high readership by daily journalism standards," said Frank Sutherland, managing editor of The American and national president of the Society of Professional Journalists, Sigma Delta Chi.

SPJ,SDX plans to use the grant money to sponsor workshops throughout the country after publishing a guidebook showing journalists how to develop such stories in their own communities.

"We're not going to be training journalists how to be foreign correspondents," said Alf Goodykoontz, president of SDX Foundation and executive editor of the Richmond Times-Dispatch and The Richmond News Leader. "We're trying to show them how advanced reporting techniques can dig up local stories that deal with . . . topics that demonstrate the interdependence of their communities and the Third World." ☐

IT TAKES ONLY THREE WORDS TO DESCRIBE HOWARD ROSENBERG'S WORK:

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Those, at least, were the ones the Pulitzer Board chose when it announced that Times television critic Howard Rosenberg had won the 1985 Pulitzer Prize for distinguished criticism.

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The Pulitzer Prize, conferred annually by the country's most distinguished journalists, is a great honor. But, more important, it's a symbol of success in a commitment that never misses a day . . . to provide the kind of journalism that elucidates, that entertains, that informs. It's what we call a special kind of journalism.

Los Angeles Times

Winner of 14 Pulitzer Prizes

News Research

Another look at findings of ASNE credibility survey

BY GUIDO H. STEMPEL III

The American Society of Newspaper Editors' credibility study raises two important issues concerning news and reporting.

The first really comes down to how we define news. Respondents in this national survey [presstime, May 1985, p. 56] were asked whether they thought coverage of various kinds of people was too favorable, about right or not favorable enough. Those perceived by the respondents as receiving coverage that was not favorable enough were the average person, housewives, senior citizens and young people.

Focus-group interviews suggested that the underlying concern here was the feeling that faults or problems of the average person are magnified and achievements of the average person ignored. One focus group respondent cited, for example, the failure of the local paper to run anything on a high school student who was second in a state science fair. The question implied is worth considering. What are we saying in our newspaper about young people, housewives and senior citizens? How often do we suggest that they are doing worthwhile things? Have we in effect defined positive accomplishments of ordinary people as not newsworthy?

With ethnic groups, some respondents thought coverage was not favorable enough, but a nearly equal number thought it was too favorable.

Singled out by the largest number of respondents as getting coverage that was too favorable were the wealthy and business people. The latter is consistent with the finding from a University of Texas study we reported here in January 1984. Taken together, the two studies clearly suggest that newspapers have more important concerns than the complaints of the business community.

The other matter in the ASNE credibility study is the criticism of newspaper reporters and newspaper coverage on a number of grounds. For example, only 18 percent of the respondents rated newspaper reporters high in honesty and ethical standards, while 40 percent rated TV anchormen and women high, and 27 percent rated TV reporters high. Furthermore, more respondents thought television reporters were well-trained than thought newspaper reporters were well-trained.

Sixty-eight percent of the respondents felt reporters frequently overdramatize the news, and 54 percent felt reporters' personal biases often show in their stories.

Perhaps the most intriguing finding, though, came from a series of questions on reporting practices. It should come as no surprise that 62 percent of the respondents objected to reporters' recording conversations without telling people they were being recorded. What's surprising is that almost as many respondents, 58 percent, objected to quoting anonymous sources. More people objected to that than to the use of hidden cameras or paying people for information.

The study, "Newspaper Credibility: Building Reader Trust," may be obtained for $6.50 per copy from ASNE, P.O. Box 17004, Washington, D.C. 20041.

• • •

Maybe Time magazine's Man of the Year should wear a mask. A study in the Spring issue of Journalism Quarterly reports that Time quoted anonymous sources in 77 percent of its articles in a sample of 12 issues in 1982. Newsweek did so even more, quoting anonymous sources in 85 percent of its articles. Both magazines used an average of more than three anonymous sources per story, and both used more anonymous sources in international than national stories.

Other studies have indicated that newspapers' use of anonymous sources has not been so pervasive.

This study was by Prof. K. Tim Wulfemeyer, Department of Journalism, University of Hawaii-Manoa. ☐

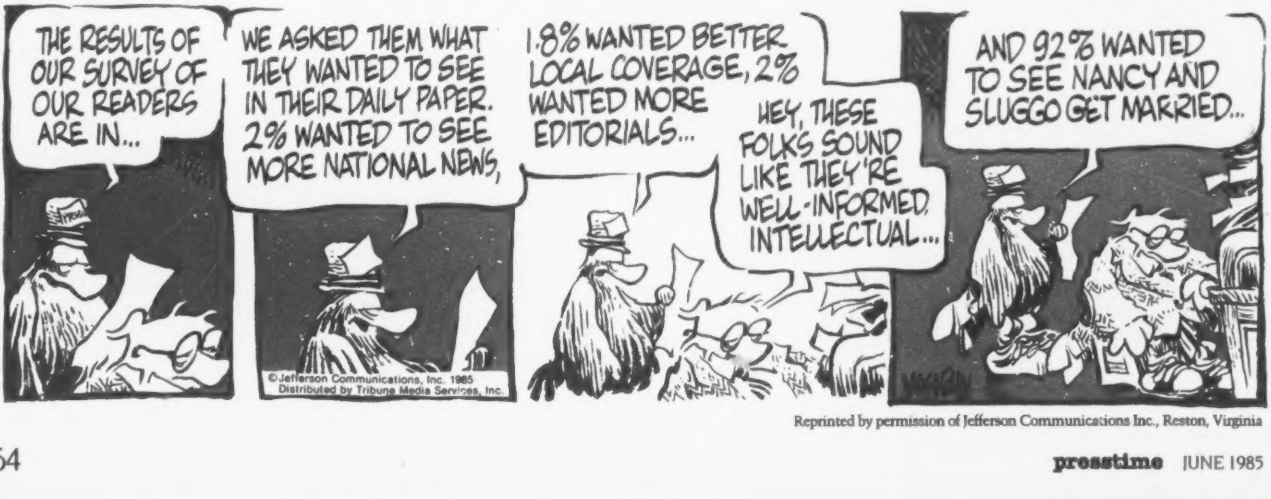
Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Delaware gets newspaper preservation grant

Delaware has become the 10th state to receive federal funds as part of a national program to preserve the nation's newspapers.

The $49,181 grant to the University of Delaware announced in late March is from the U.S. Newspaper Program, funded through the National Endowment for the Humanities [presstime, Sept. 1984, p. 13]. ☐

'Shoe' **By Jeff MacNelly**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1.8% WANTED BETTER LOCAL COVERAGE, 2% WANTED MORE EDITORIALS...
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AND 92% WANTED TO SEE NANCY AND SLUGGO GET MARRIED...
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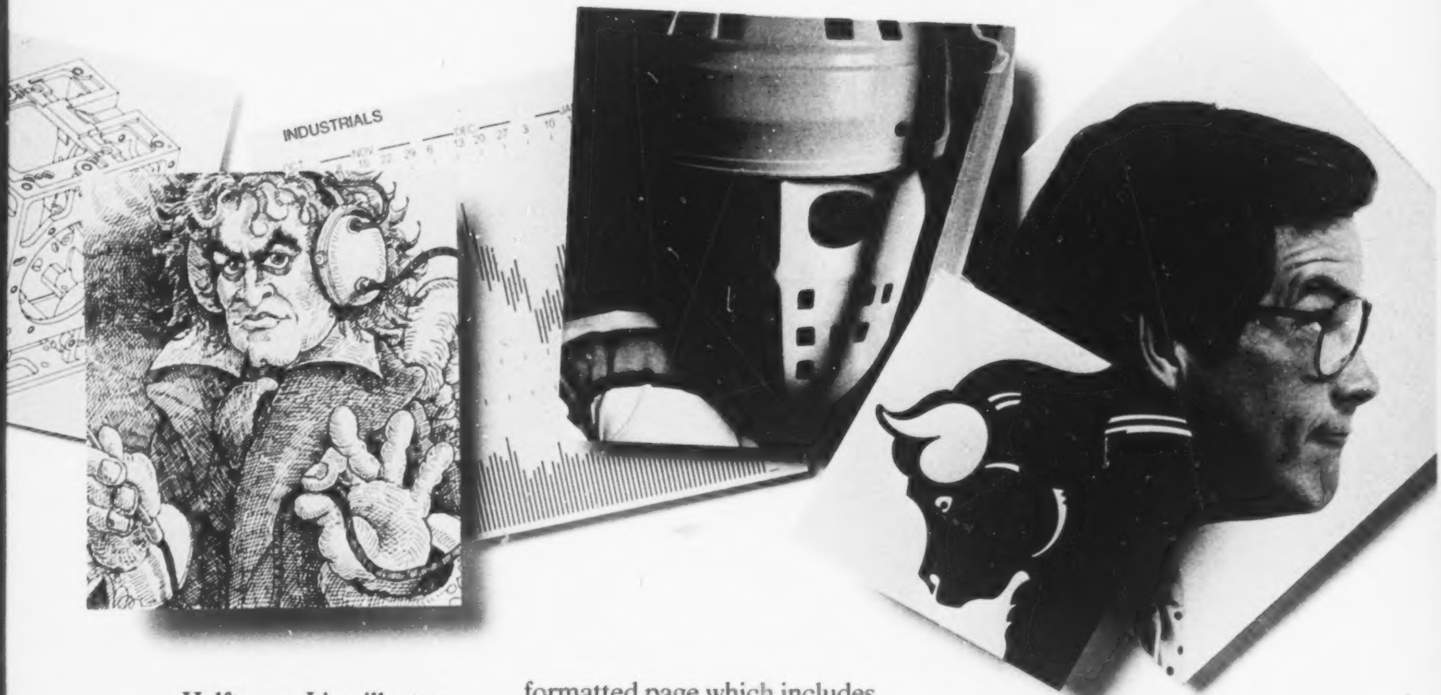

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Newspapers' ad share drops slightly

Advertising expenditures in U.S. dailies last year totaled $23.744 billion, an increase of $3.162 billion over 1983, according to final, revised figures released in May by Robert J. Coen, senior vice president of the McCann-Erickson advertising agency.

Newspapers' performance was slightly lower than indicated in figures quoted last month in ANPA's "Facts About Newspapers '85," which were based on Coen's preliminary projections [presstime, May 1985, p. 82].

According to the final figures, newspapers remain the largest, single advertising medium, but their share of the total advertising pie dropped slightly, from 27.135 percent in 1983 to 26.957 percent in 1984. Newspapers' 15.4-percent rate of increase trailed slightly the 16-percent rate for all media.

Newspapers strongest performance was in local advertising (retail and classified), where 1984 expenditures totaled $20.737 billion, more than all other media combined. Newspapers' share of this category edged up slightly, from 53.6 percent in 1983 to 53.9 percent in 1984.

Newspapers' rate of increase for local advertising expenditures—16.2 percent—exceeded the 15.5-percent rate for all media combined.

The picture is not so bright, however, in the national advertising category. Despite industry-wide efforts to attract more national ads, the figures show little progress for newspapers at the bottom line.

Expenditures for national advertising in newspapers rose in 1984 to $3.007 billion from $2.734 billion in 1983. But that 10-percent increase lagged considerably the 16.6-percent for all media. Thus, newspapers' share of national advertising slipped from 6.429 in 1983 to 6.064 percent last year.

Overall, expenditures for advertising in all media totaled $88 billion in 1984, an increase of $12.2 billion. Of this, 56.3 percent was in national advertising and the balance in local.

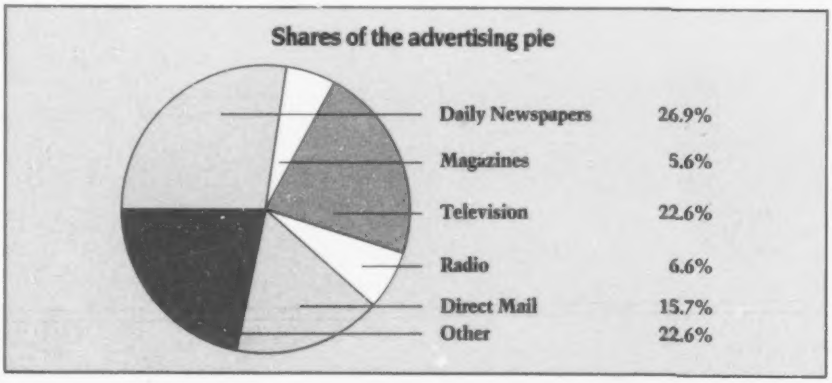
For newspapers, the relationship was reversed—87.3 percent of expenditures came from local advertising and 12.7 percent from national.

Coen attributed gains in local advertising expenditures for newspapers and local broadcasting to "the strong consumer economy and the reappearance of intense competition for the consumer's personal spending in the local marketplace."

This upward trend in local advertising should continue in 1985, he said, with "continued momentum in advertising promotions at the local level combined with further growth in classified-help-wanted and real estate activity."

Coen, however, struck a cautionary note. He said "the economic recovery, which got under way more than two years ago, is beginning to show signs that it is running out of steam. We do not expect last year's boom to be followed by a bust, but we look for a much closer relationship between economic growth and advertising growth" in 1985.

Overall, Coen predicted a rise in advertising expenditures of close to 10 percent in 1985. He expects the total for all media to exceed $96 billion in 1985 and to pass the $100 billion milestone in 1986. ☐



Test shows color boosts effect of advertising

Does color enhance the impact of newspaper advertising? Absolutely, according to a recent test by the Syracuse (N.Y.) Newspapers.

Coordinating with Paramount Pictures and Cinema National Theatres, where a new release, "King David," was shown in late March, the papers distributed to subscriber households copies of an edition containing, alternately, black-and-white ads and color ads for the motion picture.

Robert Hennessey

This was accomplished by the press's capacity to produce what is known as a "perfect A-B split," turning out alternate copies straight off the press. This procedure eliminated demographic variables among the readers, because every other house on the route received copies with the black-and-white ad and the others got copies with the color ad.

Following the test in the Syracuse Herald-Journal March 29, receipts for "King David" were 31-percent higher in Syracuse than in other cities with similar campaigns but without the four-color ad.

Running color ads for movies is a natural, said Advertising Director Robert Hennessey, who asks: "When was the last time you saw a black-and-white movie?"

In addition to the conclusions about color, a survey of 401 people who saw "King David" March 29 and March 30 showed that newspaper ads were by far the most important source of information about Syracuse movies in general, as well as about this film.

Of those interviewed about "King David," 79 percent said they had read about it in a newspaper, and 87 percent said they learned from a newspaper that the movie was at the particular theater at the particular time they attended.

Frequent moviegoers said they consulted the movie section of the Herald-Journal or The Post-Standard 75 percent of the time when they are considering seeing a movie.

In addition, the interviews revealed a strong correlation between newspaper readership and movie attendance. ☐

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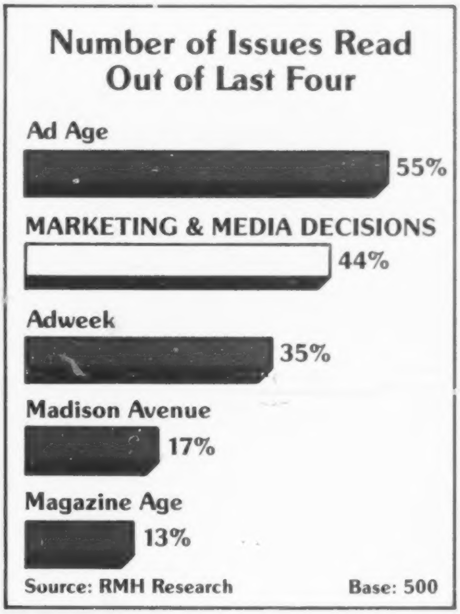
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ACEJMC reverses decision, will not accredit sequences

The organization that accredits U.S. journalism schools has reversed itself and decided not to give schools the option of seeking accreditation for individual sequences of study.

At its semiannual meeting May 5-6 in Miami, the Accrediting Council on Education in Journalism and Mass Communications also established a committee to examine whether its controversial "75-25 rule" on curriculum should be clarified. And it began considering a restructuring proposal that would sharply reduce the number of voting members representing newspaper organizations.

Last October, in the course of revising its accrediting standards and procedures, ACEJMC eliminated its requirements for accreditation of sequences—such as news-editorial, broadcasting or public relations—in favor of accrediting only entire "units," such as departments, schools and colleges of journalism or communication [presstime, Nov. 1984, p. 40]. Some schools are moving away from organizing their programs by sequences, and the council's action was seen as recognizing that trend and encouraging educational innovation.

However, at the urging of members representing advertising and public relations who feared their specialities would suffer from the change, the council at that time agreed to allow schools, if they wished, to request examination of sequences within the unit.

The council, on which ANPA Foundation is represented by James H. Ottaway Jr., chairman and president of Ottaway Newspapers Inc., Campbell Hall, N.Y., deferred a decision on how to list these schools in its accrediting pamphlet.

At the Miami meeting, having been advised that listing sequences would be confusing, and unable to come up with an acceptable listing format, the council voted to delete the optional sequence review. A proposal rejected by the council would have let each school have 75 words in which to describe its own program.

Under the plan finally approved by the council, each accredited school simply will be published in the booklet along with the degrees it offers.

John M. Lavine

Claude Sitton

75-25 revisited. With regard to the 75-25 rule, the council established a committee to look into clarifying the standard, which limits to "approximately 25 percent" the journalism and mass communication coursework in undergraduate curriculum. The balance of the curriculum is reserved for "general academic courses with emphasis on liberal arts and sciences."

The committee is chaired by John M. Lavine, publisher and editor of the Lavine Newspaper Group in Chippewa Falls, Wis., representing Inland Daily Press Association. His committee is expected to make a report at the August convention of the Association for Education in Journalism and Mass Communication, a national journalism educators' organization.

Early in the two-day meeting, the council balked at accepting an interpretation of the standard proposed by Claude Sitton, editorial director and vice president of The News and Observer Publishing Co. of Raleigh, N.C.

Sitton, the American Society of Newspaper Editors' representative to the council, has been an outspoken advocate of restricting the journalism component. His proposal was to grant probationary status rather than full accreditation to any school at which the median percentage of hours taken in journalism or mass communication exceeded 25 percent for the unit's graduating class in the two years prior to an accreditation review.

Under the Sitton plan, probationary status also would have been given to schools in which more than 10 percent of the graduating class had journalism credits in excess of 28 percent, or at which 2 percent had credits in excess of 35 percent.

Of the 16 schools before the council for accreditation or reaccreditation this year, 10 appeared either not to meet the definition or to be "perilously" close to nonconformance, Sitton said.

After emerging from a closed-door session in which it made its decisions on those schools, the council approved creation of the committee. Sitton was appointed to serve on it.

The 75-25 rule long has been a sore point with the council. Members admit that the standard is vague and that there are some accredited programs in which the percentage of journalism coursework is closer to 30 than 25. For example, one school granted reaccreditation by the council this year reportedly requires its majors to take a minimum of 29 percent of their credits in journalism.

But to date, the council has been unwilling to set a stricter standard. Last October, it rejected a plan to change 75-25 to a rigid formula of 25-30 percent journalism and mass communications courses, 60 percent traditional arts, sciences, humanities and social sciences courses, and 10-15 percent special-interest courses.

Each accredited school simply will be listed in a council booklet, along with the degrees offered.

Restructuring. Another longstanding point of controversy is the council's composition. Basically, it is made up of representatives of organizations of journalism professionals and academics. The only entrance requirement is that organizations agree to make an annual financial contribution.

Last October, ACEJMC President Joseph W. Shoquist appointed a committee to examine the council's structure in light of some criticism that newspaper organizations are overrepresented.

At the Miami meeting, the committee put forth a plan that would limit print media (news-editorial) organizations to four voting representatives.

Currently, there are 10 print media organizations with membership, and each is entitled to send a voting representative to council meetings. Nine of these are newspaper organizations, including ANPA. (A tenth newspaper-related organization, the International Newspaper Advertising and Marketing Executives, also is a member, but the committee grouped it with organizations representing advertising professionals.)

Among proposals for choosing four voting representatives from among the 10 print media groups was one calling for an election by the 10 and another calling for a rotation among the 10.

Shoquist, who represents the Associated Press Managing Editors Association on the council, said he thinks limiting print representation "is probably going to be unpopular with many of those newspaper industry associations, including my own."

Newspaper organizations have been "the best representatives in terms of attendance" at meetings and have been "very good" financially to the council, said Shoquist, managing editor of The Milwaukee Journal. ANPA Foundation is the council's biggest contributor, he pointed out.

The council took no action on the plan and will discuss it again at its next meeting, Oct. 19 in Chicago. Shoquist suggested the council might handle the question the same way it handled the revisions to its standards and procedures—by making a tentative decision and putting the plan out for comment from interested organizations and individuals before taking final action.

Accrediting decisions. In other business, the council granted full accreditation to programs at 11 schools. Among the schools winning accreditation was Jackson State University in Jackson, Miss., whose Department of Mass Communications became the second program at a historically black institution to obtain it.

It granted provisional or probationary status to units or sequences at five other schools: Arkansas State University, California State University at Long Beach, Louisiana State University, South Mississippi University and the University of New Mexico.

It also approved full accreditation for three schools whose units and/or sequences had been given provisional or probationary status last year: Northern Illinois University, Oklahoma State University and the University of Nevada at Reno [presstime, May 1984, p. 45].

ACEJMC, itself, is up for review this year by the U.S. Department of Education and the Council on Postsecondary Accreditation, both of which formally recognize ACEJMC as the accrediting agency for journalism education.

The last time the council was examined by DOE, in 1983, it received only a two-year renewal of its recognition instead of the customary four years and was required to make some changes to bring its procedures into compliance with DOE criteria.

Shoquist does not anticipate any problems this time around. "We would expect now to get full recognition," he said. The council's petition for re-recognition from both agencies is due Nov. 1.

Shoquist also appointed a search committee to find a new executive director for the council.

Roger A. Gafke, who has served in that position since 1983, announced he will not seek another term because of his promotion to vice chancellor for development, alumni and university relations at the University of Missouri. When he accepted the ACEJMC job, Gafke was associate dean of the School of Journalism there.

Shoquist said he expects the new director, a half-time position, to be a faculty member at an accredited journalism school. The school must agree to the appointment because it is required to pay half of the director's salary and benefit package and to supply office space. Deadline for applications is July 15.

—Margaret Genovese

Group urges sharper focus for Foundation projects

An advisory committee of newspaper executives and journalism educators has tentatively decided to recommend that ANPA Foundation-supported projects in journalism education be fewer and more focused.

At its May 4 meeting in Miami, the AEJMC/ANPA Foundation Cooperative Committee on Journalism Education identified four areas in which it suggests the Foundation target support. It said top priority should be given to projects concerned with teaching media economics and management, followed by education in the use of computers and maintenance of high school journalism programs. It also said the Foundation should continue its Publisher-Professor Exchange Program.

According to Judith D. Hines, vice president and director, the Foundation's journalism education projects have been "more diffuse" in the past.

The Cooperative Committee advises the Foundation on journalism education projects and maintains a dialogue between publishers and journalism educators. AEJMC stands for the Association for Education in Journalism and Mass Communication, a national organization of journalism educators. The committee will review its recommendations at its August meeting in conjunction with the AEJMC convention in Memphis before forwarding them to the Foundation.

At the Miami meeting, the committee also passed a resolution urging incorporation of for-credit journalism courses in the high school English curriculum. ☐

Youth pages wanted

The ANPA Foundation is seeking the cooperation of newspapers for a study of youth pages.

Newspapers with sections, pages or columns written for or by elementary or secondary school-aged youngsters are asked to send examples to the Foundation at The Newspaper Center, Reston, Va. ☐

NIE instruction topic of seminars in July, August

The ANPA Foundation has scheduled two seminars on the West Coast this summer.

The NIE Instructor Training Seminar July 9-12 at La Casa del Zorro in Borrego Springs, Calif., is for newspaper NIE managers and educators who conduct Newspaper in Education teacher workshops. Registration deadline is June 14. Contact the Foundation at The Newspaper Center in Reston, Va.

The NIE Seminar for Methods Instructors Aug. 13-15 at the University of San Diego is designed to acquaint college educators with techniques of using the newspaper as a teaching tool and to show them how to incorporate these techniques into undergraduate or graduate education courses.

It is cosponsored by The Copley Press and the University of San Diego. Contact Dr. Edward F. DeRoche, dean of the university's School of Education, San Diego, Calif. 92110. ☐

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ANPA CONFERENCE BOOTH NO. 1760

Conference & Expo beckons

Countdown '90s, Demand$-Decision$-Direction$, the 57th Annual ANPA Operations Management Conference & Exposition, opens its five-day stand June 8 in New Orleans.

For the first time, the equipment Exposition will be in two separate facilities: the Rivergate Exhibition Center and the New Orleans Convention Center. The Conference program sessions will be in the New Orleans Hilton Riverside and Towers hotel.

Another first for this Conference & Exposition is a presstime fun run, patterned after the successful event at last month's Convention. (See story, p. 36.) The two-mile event in the French Quarter will start at 7 a.m. Sunday, June 9.

The trade show is expected to draw at least 12,000 visitors, according to Peter P. Romano, conference director.

In net square feet of exhibit space sold, the Exposition will be the largest for ANPA, totaling 265,000 for both halls.

The Conference will consist of three general sessions and nine symposiums.

The general sessions will address marketing, distribution and return-on-investment from quality printing and content; advances in press manufacturing and how these advances fit the needs of the business; and evolving electronic technologies and their effect on the future of newspapers.

The symposiums will address pagination, setting standards for quality, innovative ideas for smaller newspapers, commercial printing, ink rub-off, post-press packaging, electronic maintenance, color scanners and personal computers.

The program was developed by the Conference & Exposition Arrangements Committee headed by Joseph M. Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc. (See details below.)

All general sessions will be 9 to 10:50 a.m. in the Hilton Grand Ballroom. The symposiums will be 11 a.m. to 12:30 p.m. in Rooms A, B and C of the Hilton meeting room complex.

The equipment Exposition will be 11 a.m. to 6 p.m. June 8-9 and noon to 6 p.m. June 10-12 at both exhibition centers.

About 242 companies, or two dozen more than at last year's show, will display their wares in booths occupying the 130,000-square-foot Rivergate and the 350,000-square-foot New Orleans Convention Center. (See list, p. 74.) There will be four miles of aisles, all of which will be carpeted.

A $30 registration fee covers admission

Program for 57th ANPA Operations Management Conference & Exposition

Monday, June 10

General Session 9 a.m.-10:50 a.m.

Chairman: **Joseph M. Ungaro,** president and general manager, Westchester Rockland Newspapers Inc., White Plains, N.Y.

Welcoming Address: Ashton Phelps Jr., president and publisher, The Times-Picayune Publishing Corp., New Orleans

Address by ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle

***Theme:* Mid-Decade Status**

Speakers

"The Future of Newspapers and Other Media," John Naisbitt, columnist and author of *Megatrends*, and chairman, The Naisbitt Group Inc., Washington, D.C.

"ROI From Quality Printing and Content," N. Christian Anderson, editor, The Register, Santa Ana, Calif.

"Distribution and Printing: How Can We Better Serve Our Advertisers?," Michael H. Heath, president and chief operating officer, Bergen Evening Record Corp., Hackensack, N.J.

"Are You Marketing Your Strengths?," Thurman R. Pierce Jr., vice president/U.S. manager, print media, J. Walter Thompson Co., New York City

Three Concurrent Symposia—11 a.m.-12:30 p.m.

- ***Symposium I:* The Newsroom: Pagination et al.**

Moderator: **Eric Wollerman,** executive editor, The Reporter, Landsdale, Pa.

Panelists: **Jim Butler,** managing editor, Alexandria (La.) Daily Town Talk; **John Cranfill,** assistant managing editor, The Dallas Morning News; **Robert J. Farquhar,** director of new systems and assistant managing editor, The Daily Oklahoman; **William H. Stroud,** assistant to the executive editor, The Philadelphia Inquirer; **Mark Wigginton,** pagination director, The Press-Telegram, Long Beach, Calif.

- ***Symposium II:* Setting Standards For Quality**

Moderator: **Charles R. Blevins,** vice president/production, Gannett Co., Rosslyn, Va.

Panelists: **Stephen F. Carazo,** production manager, The Hartford Courant; **Paul T. Lynch,** color control coordinator, The Record, Hackensack, N.J.; **Ray Maly,** vice president/operations, The Columbian, Vancouver, Wash.

- ***Symposium III:* Innovative Ideas For Small Newspapers**

Moderator: **James D. Hitchman,** assistant vice president/production, Ottaway Newspapers Inc., Campbell Hall, N.Y.

Panelists: **George E. Malone,** technical service manager, Today, Cocoa, Fla.; **Steven C. Samer,** general manager, Concept Publishing Systems, Beaver Dam, Wis.; **Edward R. Thomas,** production director, The Daily Item, Sunbury, Pa.; **Paul J. Zindell,** president, The Register Star, Hudson, N.Y.

Tuesday, June 11

General Session 9 a.m.-10:50 a.m.

Chairman: **Larry D. Strutton,** vice president/operations, Los Angeles Times

Presentations: Editor & Publisher Exposition Awards, Kodak "Run for the Money" International Newspaper Color Reproduction Awards

***Theme:* PRE$$ING DECI$ION$**
Objectives—Opportunities—Options

Dialogue: Newspaper Executives and Press Manufacturers

Manufacturers: **James K. Feeney,** president, Windmoeller & Hoelscher Corp., Lincoln, R.I.; **Lester A. Kraft,** vice president and general manager, Goss Newspaper Systems, Rockwell International Corp., Chicago; **Edward R. Padilla,** chief executive officer, M.A.N.-Roland USA Inc., Middlesex, N.J.; **James R. Price,** president, Tait Equipment Sales Co., Chicago

Newspaper Executives: **Ralph E. Eary,** production director, Scripps Howard Newspapers, Cincinnati; **Thomas O. Might,** vice president/production, The Washington Post; **Ralph S. Roth,** vice president/production, Knight-Ridder Newspapers Inc., Miami; **Minor J. Ward,** president, Atlanta Newspapers

Distribution: New Horizons: A Report from the ANPA Distribution Task Force, Gene McDavid, vice president and general manager, Houston Chronicle

Joseph M. Ungaro

Ashton Phelps Jr.

John Naisbitt

Michael H. Heath

Minor J. Ward

Norman P. Dusseault

to all sessions and the exhibition. There is no preregistration. Registration desks at the Rivergate will be open from 10 a.m. to 6 p.m. June 8-9 and 8 a.m. to 6 p.m. June 10-12; registration at the Hilton will be 8 a.m. to 12:30 p.m. June 10-12.

Room commitments have been made by 13 hotels, including the Hilton Riverside and Towers and New Orleans Sheraton, the co-headquarters hotels.

ANPA will provide complimentary shuttle bus service from the Fairmont, Meridien, Sheraton, Marriott, Hyatt Regency and Inter-Continental hotels to the Rivergate Exhibition Center, and also between the Rivergate and the New Orleans Convention Center, which are four blocks apart. The buses will operate 10 a.m. to 6:30 p.m. June 8-9 and 8 a.m. to 6:30 p.m. June 10-12.

Hertz, the official car-rental company for the show, is offering attendees substantial car-rental discounts. For reservations, call 1-800-654-2240 and state that you will be attending the show.

New Orleans International Airport is approximately 18 miles from downtown. The taxi charge is a flat $18. Airport bus service to downtown is $7 per person and takes about 30 minutes. The recommended auto route from the airport is Interstate 10 north to the Clairborne Ave. exits.

The ANPA spouse/guest tour package includes a taste of the city's history, art and music as well as the region's famed cuisine. Registration for the tours will be in the ANPA Spouse/Guest Hospitality Suite, The Rivergate Exhibition Center, Rooms 4 and 5, Level 1.

ANPA will again provide a program guide and exhibitors' directory. ☐

Three Concurrent Symposia—11 a.m.-12:30 p.m.

- *Symposium I:* **Commercial Printing—Your Tandem Market**

Moderator: **Kenneth S. Fleming,** vice president/general manager, Newspaper Printing Corp., Tulsa, Okla.

Panelists: **Joe M. Blackwell,** director of production, Alexandria (La.) Daily Town Talk; **Jonathan Markey,** president, Gannett Offset, Rosslyn, Va.; **John M. Roberts,** president and publisher, The Victoria (Texas) Advocate; **James J. Rogers,** business manager and director of production, Oregonian Publishing Co., Portland

- *Symposium II:* **Ink Issues: Rub Off, Recycling and Regulation**

Moderator: **John L. Irvin,** production manager, St. Petersburg Times and Evening Independent

Panelists: **Michael Sella,** vice president/production, The Times Journal Co., Springfield, Va.; **Andrew C. Harteveld,** northwest plant manager, The Washington Post; **Charles J. Morrow,** production director, Los Angeles Times; **J. A. Riggs Jr.,** senior vice president, operations, The New York Times

- *Symposium III:* **Post-Press Packaging: Preprint Predicament**

Moderator: **James A. Cooper,** assistant vice president/operations, The Washington Post

Panelists: **Donald Geryantes,** senior vice president, The Times Journal Co., Springfield, Va.; **Carl R. Loos,** assistant general manager, Times-Reporter, New Philadelphia, Ohio; **Dale E. Nissen,** production director, Houston Chronicle; **Brian Young,** managing director, The Sunday Times, Perth, Australia

Wednesday, June 12

General Session 9 a.m.-10:50 a.m.

Chairman: **Robert C. Achorn,** publisher, Worcester (Mass.) Telegram and Evening Gazette

Theme: **Electronic Directions**
Our Future Electronics: BYTEing The Bullet

Dialogue: Newspaper Executives and Computer Systems Manufacturers

Manufacturers: **Ronald A. Brumbeck,** president, Atex Inc., Bedford, Mass; **Timothy P. Flaherty,** vice president marketing, Hastech Inc., Manchester, N.H.; **Nicholas DiPadova,** president, Autologic Inc., Newbury Park, Calif.; **James P. Lennane,** president, System Integrators Inc., Sacramento, Calif.

Newspaper Executives: **Robert N. Brown,** publisher, The Republic, Columbus, Ind.; **Walter E. Mattson,** president and chief operating officer, The New York Times Co.; **Joe D. Smith Jr.,** president, Alexandria (La.) Daily Town Talk; **Donald F. Wright,** president and chief executive officer, Los Angeles Times

Electronic Horizons

Moderator: **Norman P. Dusseault,** assistant general manager/operations, Times Publishing Co., St. Petersburg

AD/SAT, N.S. Hayden, president and chief executive officer, AD/SAT, Los Angeles

Prepress Electronics—An Overview, David H. Goodstein, president and chief executive officer, InterConsult, Cambridge, Mass.

Electronics in *Magazine Publishing*, Stephen D. Server, president, Publishers Phototype International, Carlstadt, N.J.

Three Concurrent Symposia—11 a.m.-12:30 p.m.

- *Symposium I:* **Keeping Your System Up**

Moderator: **Homer E. Taylor Jr.,** vice president/manufacturing and supply, Scripps Howard, Cincinnati

Panelists: **Kenneth K. Knicely,** production director, Charleston (W.Va.) Newspapers; **Marion W. (Pete) Walker,** production director, Rocky Mountain News, Denver; **T. Michael Clarke,** publishing systems manager, The Toronto Star; **Francis M. Price,** vice president/production, The Cincinnati Enquirer

- *Symposium II:* **Scanning The Scanners**

Moderator: **James E. O'Dell,** operations director, The Orlando (Fla.) Sentinel

Panelists: **Scott C. Cornish,** quality assurance assistant, USA Today, Rosslyn, Va.; **Jimmy V. Hamilton,** director/data systems and production, The Commercial Appeal, Memphis; **James Norris,** operations director, Newsday, Long Island, N.Y.; **Michael Stern,** production director, Syracuse Newspapers Inc.

- *Symposium III:* **PCs: Effective Usage by Newspapers**

Moderator: **Kenneth C. Bronson,** vice president, Affiliated Newspapers, Stauffer Communications Inc., Topeka, Kan.

Panelists: **Joseph P. Albrecht,** publisher, Cookeville (Tenn.) Herald-Citizen; **James P. Quinn,** vice president/production and systems, The Home News, New Brunswick, N.J.; **Rockford Smith,** assistant vice president, Stauffer Communications, Joplin, Mo.; **Stephen B. Waters,** vice president, Daily Sentinel, Rome, N.Y.

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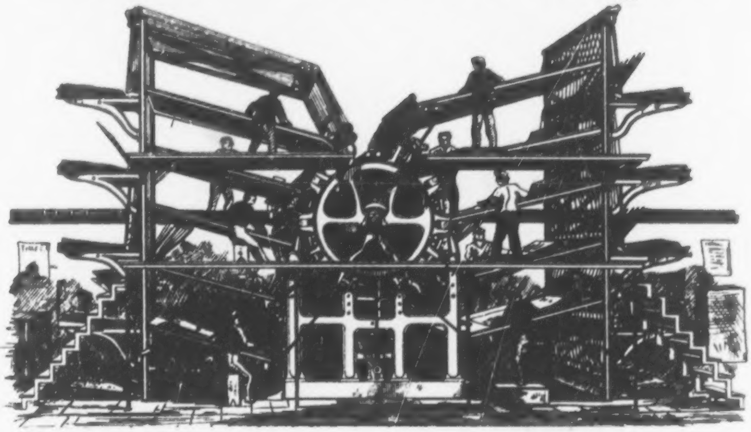
What Good ol' Days?



Rotary press, circa 1847, comprised one type cylinder and 10 impressions . . . soon adopted by many daily newspapers in America and Great Britain.

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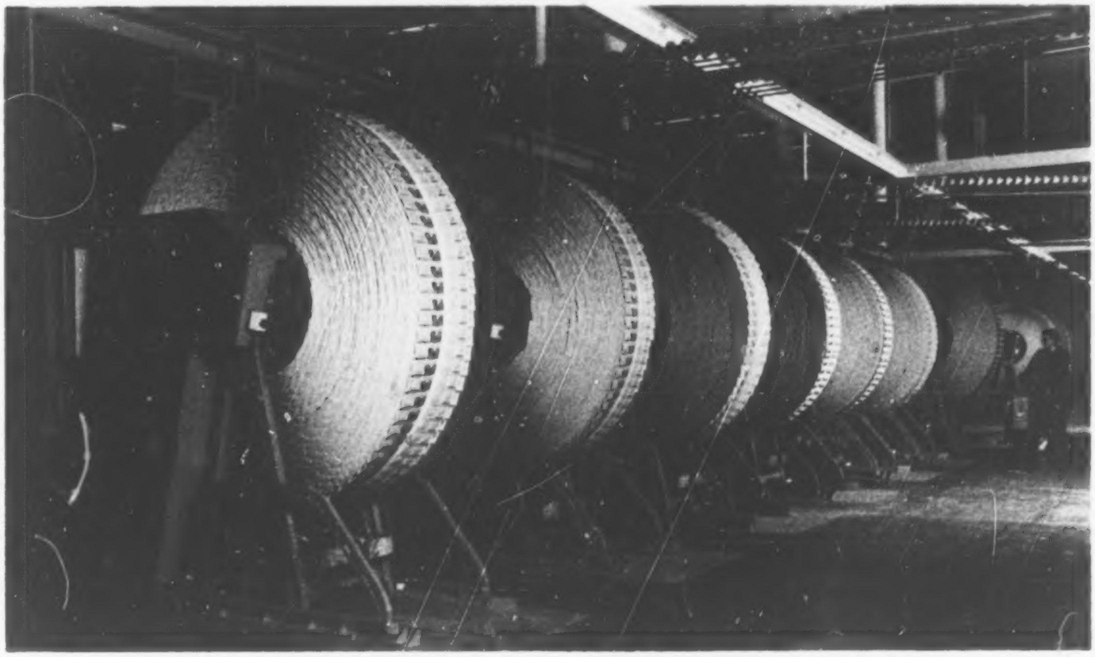

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First in automated Processing Systems

Daily develops way to improve color wirephoto reproduction

Newspapers that get a muddy and flat appearance in wire-service color photos may want to try a system used at the Fort Myers (Fla.) News-Press to give the pictures more snap.

Most newspapers merely screen the three positives produced by wire-service facsimile receivers and run them as three-color pictures, without the black. Standing alone, the photos may be of acceptable quality. But if they are run on a page with color shots made by the newspaper's staff, the quality difference can be obvious. The "home shots" will have much better contrast because they can be color-corrected and the separations for them often have a black printer.

The News-Press' system is the brainchild of Steve Olive, assistant production coordinator for USA Today in Fort Myers.

"Previously, when wire color was prepared, it was shot on film and stripped into the page negatives," he said. "Unfortunately, when we achieved the 1-percent highlight dot we were shooting for, we also had a shadow dot of 60 percent. We would not have any contrast in our photos, and most of our wire color looked muddy and flat."

The News-Press has a Chemco image reverser, an optical device that allows pictures to be reproduced as a positive, mounted on a Chemco Spartan III lithographic camera.

With it, the newspaper screens the wire-service positives onto positive film. According to Olive, any necessary exposure adjustments to the positives are made in this step so that the dot structure of the picture will render a pleasing likeness of the wire-service photo.

In the system, the screened positives are shot as line negatives, which are then stripped in. Most of the alterations for the pictures are achieved when the continuous-tone positives are converted into screen positives. However, the cameraman still has the opportunity to adjust the dot structure when the screened positive is converted to a line negative.

"Hopefully, you'll get it right the first time with the screened positives," said Olive. "But you do have the option to make minor corrections, in the range of 3 to 5 percent, on the second set of shots."

Within the News-Press system, the paper's staff strives to shoot highlight-shadow dot values of 2 and 95 percent for cyan, 1 and 90 percent for magenta and yellow, and 0 and 40 percent for black.

"These values apply to our reproduction process only," Olive said. "Values for other newspapers' reproduction process may be different."

The News-Press creates its black printer using the lightest of the three positives. "We use a black printer for our operation to build contrast into the reproduction," Olive said. "When selecting one of the continuous-tone separation prints for use as the black printer, you have to envision how the set will reproduce colorwise."

When creating the black printer, the paper gives the lightest separation a main exposure four-to-seven times normal and a supplemental, or flash, exposure three-to-four times normal. "This will produce a black printer with about a 40-to-45-percent dot in the deepest shadows, which will add contrast but not overpower saturated areas," he said.

More than 65 percent of the time, Olive said, the paper uses the cyan printer as the model for the black printer. However, in choosing the positive to be used for the black printer, Olive suggested that thought be given to the complementary colors of saturated color areas.

"As an example, you may determine that a set of separations will print with a dark blue in a large area of the image," he said. "The complementary color to blue is yellow, and you will find the yellow printer should be lighter in these areas."

In this example, Olive said a problem may arise with other color areas where the yellow will print darker, such as in flesh tones.

"You need to use a long enough exposure to knock out all the dots in the flesh-tone areas, except in the shadows, yet still carry enough detail to add contrast to the reproduction," he said.

Many minor corrections can be made when the screened positives are shot as negatives.

When instituting such a system, Olive suggested starting by standardizing the reproduction values for the positive films and working backwards.

"To test this step, shoot the wirephoto on the positive paper, striving for a highlight value of 10 percent and a shadow value of 80 percent," he said. "Shoot this positive paper print at your normal line exposure. Measure the dot values on film and note exposure adjustments to obtain the proper dot values for film. This is a trial-and-error process, but if you use positive paper on a regular basis, your normal exposure should be close."

After the newspaper has established the standards for exposures, Olive said, the cameraman can then determine what, if any, adjustments need to be made either to the screened positives or negatives.

Olive noted two advantages to the system. First, many minor corrections can be made to the separations when the screened positives are shot as negatives. Second, the system allows the black-and-white cameraman to process his regular work and do the color separations relatively quickly.

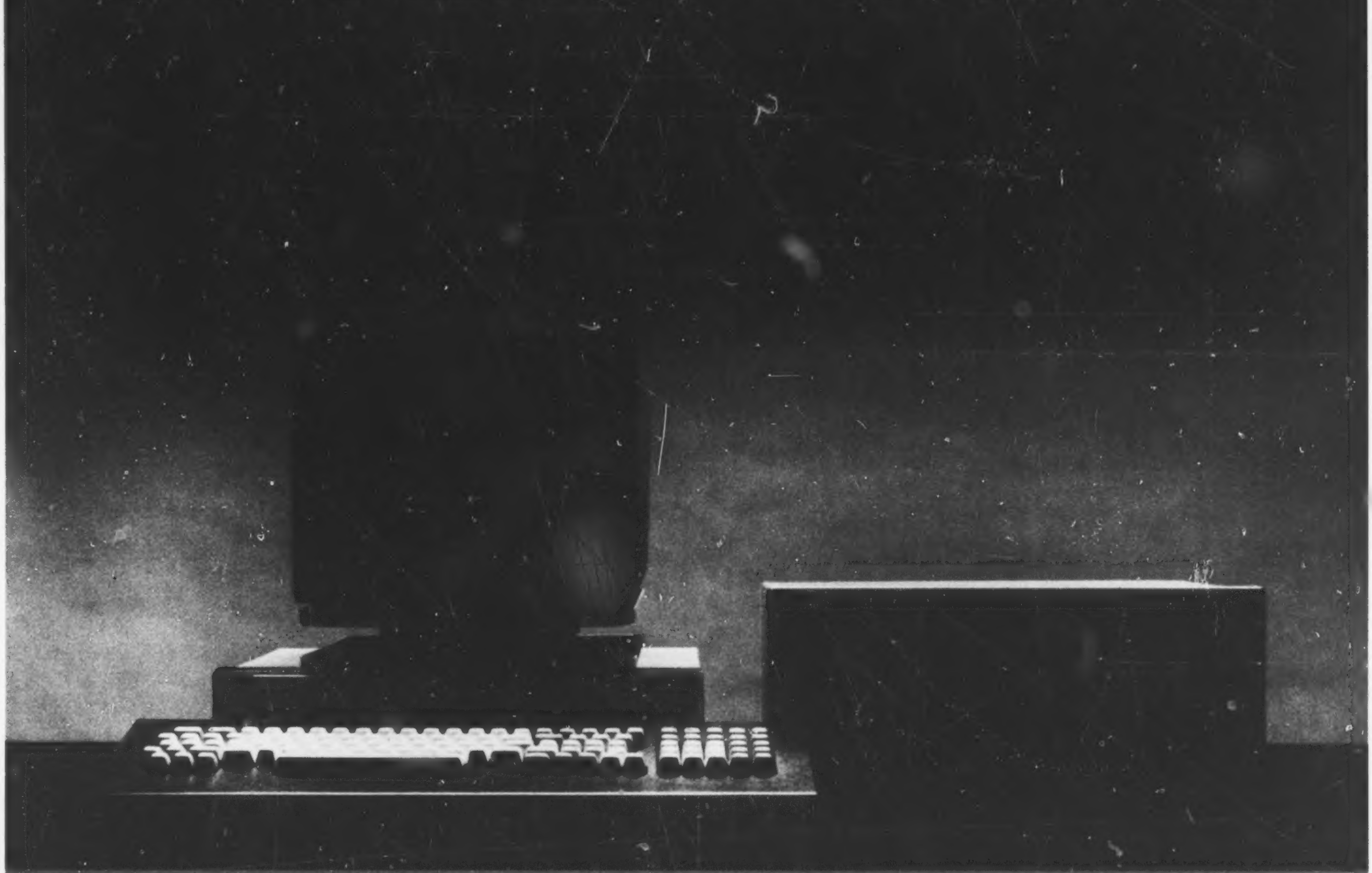
The paper also saves time. "Using the new method, we always have the proper halftone exposure for positive paper, so the entire set of separations can be shot in about 30 minutes."

Additionally, other adjustments, due to improper exposure or cold chemistry, can be made when the positives are converted to negatives. Lastly, Olive said the cameraman should determine beforehand if the separations are worth making.

"It is important to examine every set of wire separations as they come in," Olive said. "Because of color composition, some will not reproduce well. You can save the time and effort of making the set by not shooting them to begin with."

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston. ☐

BEYOND A SHADOW OF A DOUBT...



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Blanket-cleaning system uses no chemicals

Three employees of the St. Louis Post-Dispatch have developed a dry, mechanical blanket-cleaning system for Goss Metro offset presses. The Post-Dispatch and The Wall Street Journal currently are using the system and have found that for long press runs it is cutting costs and improving printing quality and operations.

The device consists of two rows of stiff brushes that are the width of the blanket, a long covered pan beneath the brushes, valves, timers, air cylinders and a waste-recovery receptacle. The device is timed to operate when a web splice occurs. The brushes engage the blanket and sweep the build-up on the blanket into the pan. After the pan's catch-lid closes, air blows the debris into a receptacle. No chemicals are employed.

"It's very simple and extremely effective," said Bruce A. Thompson, Post-Dispatch director of production.

The cleanliness of rubber blankets that cover cylinders on offset presses is one of the keys to high quality reproduction. During the printing process, lint from the web, additives from the fountain solution and dried ink accumulate on the blanket. Because the image is transferred from the plate to the blanket and then to the newsprint, the cleaner the blanket the better the image reproduction will be.

With the Post-Dispatch blanket-cleaner system keyed to the expiration of a newsprint roll, the blanket is cleaned about every 20 minutes without having to stop the press. Comparative tests indicate the blanket cleaner provides a high quality of reproduction for the duration of the pressrun.

Until the Post-Dispatch employees developed the system, pressmen were required to use solvent-soaked rags to remove the build-up on blankets, usually at the end of a pressrun or during plate changes. Using solvents and rags has several drawbacks: Solvent seeps under the blanket and eventually deteriorates it, the cleaning process employs pressmen and is time-consuming, and the cost of rags and solvents adds up.

Norman D. Wright, machinist foreman and one of the blanket cleaner's developers, said he originally believed "the brushes would wear out the blankets. But it actually prolongs the life of the blanket."

Whereas blankets cleaned with rags and solvents can be expected to last one to two months, he noted, blankets cleaned with Wright's system have lasted 10 months.

The system is also healthier for employees, Wright said. "The important thing is you're getting away from solvents, which are environmentally problematic."

Wright, along with Pressmen John A. Signorelli and Gary C. Glanzner, began developing the blanket cleaner five years ago because "pressmen don't like to wash blankets."

After two years of trial-and-error, the trio produced a successful prototype.

Wright said the Post-Dispatch's policy of encouraging the development of new technologies was also a factor in the device's development. While the blanket cleaner was developed at the newspaper, and the newspaper has free use of the device, the three men jointly own the patents on it and are partners in St. Louis Graphic Engineering Inc., a firm they formed to manufacture and market the device.

About two years ago the firm landed its first account at the Highlands, Ill., printing facility of Dow Jones & Co. Another installation followed at the South Brunswick, N.J., Dow Jones plant. The New York Times will be installing several of the devices this month.

"Now, it's starting to take off without our having to market (it)," Wright says.

Production managers who have used the blanket cleaner, which costs about $5,300 each, said the payback period, based on savings on rags, solvents and blankets, is several years; however, that period shortens when downtime and overtime for long newspaper and commercial runs are factored in.

"Where it has really helped us was in reducing downtime," said Michael Clark, production manager at South Brunswick.

Adds Tim Goldsbury, production manager at Highland: "If you have a press run of 250,000 or more, (the blanket cleaner) starts to become worthwhile." ☐

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Detroit News VDT system keeps tabs on itself

Front-end systems have had one major flaw since their introduction into newsrooms: They would fail, with almost no warning, at the most inconvenient times. The closer to deadline, it seems, the more likely the system is to go down.

This created an anomalous situation for newspapers. While the system was purchased to automate the newsroom and save on manpower, staff had to be employed to watch the system for potential failures.

The Detroit News, however, has apparently plugged that loophole in their front end by developing "an early warning system that 'red flags' possible trouble spots on the paper's editorial computer system," according to Tom Redder, computer systems manager. The warning system, a set of programs that monitor both software and hardware operations, is called Automatic Test Procedure, and it requires no additional personnel.

"The way we did that was to have the system monitor itself," said Redder. "And the system can monitor itself a lot better than humans can."

The genesis of ATP was just prior to the installation of a Systems Integrators Inc. front end in April 1984. The News, an early pioneer in automated newsrooms, was replacing its antiquated Hendrix 3400 system [presstime, August 1983, p. 32].

The Hendrix required "round-the-clock monitoring" using staff to watch teletex machines, said Redder. "It was a horrible job and a real waste of manpower. Most of the time these people were waiting around for something to go wrong."

As the SII system neared installation, Redder and Computer Systems Coordinators Steve Hannah and Leo Oberdorf began writing the programs that would eventually become ATP. After debugging and some expansion of capabilities, the early warning system began last October.

While the system is located at the daily's Sterling Heights, Mich., remote plant, it also monitors newsroom operations in Detroit.

Redder said ATP monitors central processing units, disk drives, terminals, printers and remote input ports (wire service and remote bureaus).

"We've also built in checks for potential problems," Redder said. For instance, a programmer can run a dummy story through the system to track speed and operations. "It alerts us that a problem may exist and that we should take a look at it," he said. ATP also tests telephone links between plants and indicates whether typesetters are on-line.

Ken Brown, The Detroit News

"Editorial system self test has encountered an error," VDT advises security guard Alvin C. Brunson.

To minimize human involvement with ATP, Redder installed a terminal in the paper's security office. Although ATP runs its programs continuously, the security officers do not have to monitor the terminal.

"If ATP encounters an error," Redder said, "it displays a special error format on the screen and emits a tone. That format identifies an error and gives its location. It also provides a list of people, in priority order, to call."

The security officer then calls one of the six members of the "alert group." Both Hannah and Oberdorf carry beepers with them at all times.

"We've put the terminal in an area that's already manned," noted Redder, "and the security personnel don't really have to do anything."

While ATP is designed specifically for The News' SII operations, Redder said there is no reason why similar programs could not be developed at other newspapers using different systems.

—Paul Kruglinski

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TECHNOLOGY NOTES

- Liber Systems Inc., a pagination vendor based in Linkoping, Sweden, **has changed its name to Teragon Systems Inc.** and undergone corporate restructuring.

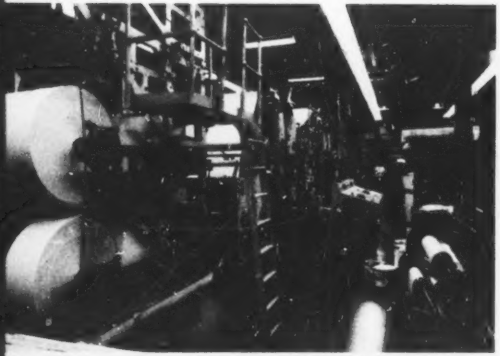
  Its New York City-based marketing and sales forces remain unchanged.

  Recently, The Record of Hackensack, N.J., became the first North American newspaper to purchase the firm's pagination system.

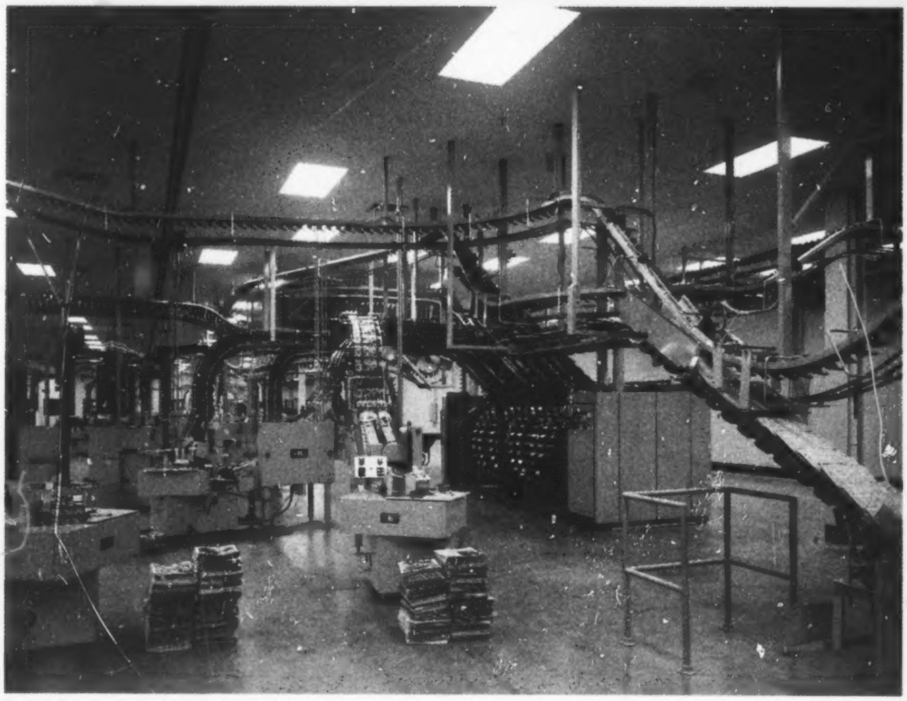
- Eastman **Kodak Co. has acquired Eikonix Corp.**, a Bedford, Mass., maker of electronic scanning equipment. Kodak also is the parent company of Atex Inc., a manufacturer of newspaper front-end systems.

- The Cary Co. of Barrington, Ill., signed an agreement with Stork-Brabant B.V. of Boxmeer, Holland, for **marketing the Stork Contiweb splicer**. Cary will be the sole distributor of the web splicer in North and South America.

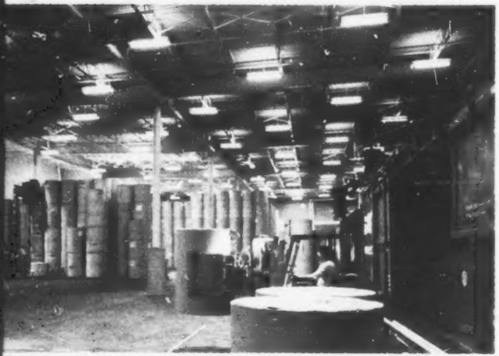
- Il Gazzettino, a 150,000-circulation daily in Venice, Italy, is **printing full editions** of all its papers **with flexography.**



Sault Star, Sault Ste. Marie, Ontario



St. Paul Pioneer Press-Dispatch, St. Paul, MN



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Bradenton Herald, Bradenton, FL

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21 U.S., Canadian dailies honored in safe-driving competition

Twenty-one daily newspapers in the United States and Canada have been named winners in the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association.

The awards are made to the three newspapers with the top safety records for delivery vehicles in each of seven divisions.

Certificates of merit are presented to participating newspapers that complete the year without a reportable accident.

The 612 newspapers participating in the 1984 campaign operated 12,122 vehicles a total of 282,902,596 miles with an accident rate of 1.45 per 100,000 miles. It was the third-lowest rate since the program began. The lowest, 1.32 per 100,000 miles, was achieved in 1982.

The 44-year-old Safe Driving Campaign has two principal goals: to reduce fatalities and injuries, and to reduce insurance premiums for newspaper delivery vehicles [**presstime**, June 1984, p. 65]. Winners for 1984, being notified by letter, were:

Private motor carrier division

Group A: Newspapers with daily circulation up to 20,000; 58 newspapers operated 236 vehicles, 4,105,855 miles with 65 accidents.

- First place: **Laredo (Texas) News** operated 11 vehicles 236,015 miles without an accident.
- Second place: **Agana (Guam) Pacific Daily News** operated 13 vehicles 219,336 miles without an accident.
- Third place: **Fort Pierce (Fla.) News Tribune** operated five vehicles 142,690 miles without an accident.

Group B: Newspapers with daily circulation 20,001 to 50,000; 125 newspapers operated 1,008 vehicles 18,896,478 miles with 324 accidents.

- First place: **Costa Mesa (Calif.) Daily Pilot** operated 22 vehicles 380,270 miles without an accident.
- Second place: **Joplin (Mo.) Globe** operated eight vehicles 303,088 miles without an accident.
- Third place: **Kenosha (Wisc.) News** operated 44 vehicles 286,143 miles without an accident.

Group C: Newspapers with daily circulation 50,001 to 100,000; 73 newspapers operated 782 vehicles 20,316,978 miles with 414 accidents.

- First place: **Fayetteville (N.C.) Observer and Times** operated seven vehicles 211,480 miles without an accident.
- Second place: **Corpus Christi (Texas) Caller and Times** operated 28 vehicles 4,033,000 miles with eight accidents.
- Third place: **Middletown (N.Y.) Times Herald-Record** operated 28 vehicles 969,729 miles with four accidents.

Group D: Newspapers with daily circulation in excess of 100,000; 199 newspapers operated 5,916 vehicles 141,155,093 miles with 2,982 accidents.

- First place: **Houston Chronicle** operated 22 vehicles 1,591,532 miles without an accident.
- Second place: **Columbia (S.C.) State and Record** operated 25 vehicles 1,430,241 miles with one accident.
- Third place: **Atlanta Journal and Constitution** operated 81 vehicles 5,255,000 miles with eight accidents.

Contract motor carrier division

Group A: Newspapers with daily circulation up to 25,000; 90 newspapers operated 1,374 vehicles 23,958,528 miles with 73 accidents.

- First place: **Gainesville (Ga.) Times**, operated 80 vehicles 1,095,000 miles without an accident.
- Second place: **Lufkin (Texas) Daily News** operated 37 vehicles 799,708 miles without an accident.
- Third place: **Hammond (La.) Daily Star** operated 39 vehicles 739,045 miles without an accident.

Group B: Newspapers with daily circulation 25,001 to 100,000; 82 newspapers operated 1,812 vehicles 40,683,419 miles with 47 accidents.

- First place: **Boise (Idaho) Statesman** operated 130 vehicles 3,608,390 miles without an accident.
- Second place: **Muncie (Ind.) Star and Evening Press** operated 78 vehicles 1,780,448 miles without an accident.
- Third place: **Grand Forks (N.D.) Herald** operated 34 vehicles 1,201,060 miles without an accident.

Group C: Newspapers with daily circulation in excess of 100,000; 32 newspapers operated 994 vehicles 33,786,245 miles with 202 accidents.

- First place: **San Antonio Express-News** operated 32 vehicles 1,227,651 miles without an accident.
- Second place: **Los Angeles Herald Examiner** operated six vehicles 846,772 miles without an accident.
- Third place: **Le Soleil** of Quebec operated 19 vehicles 253,556 miles without an accident. ☐

USA Today to raise price, increase page count

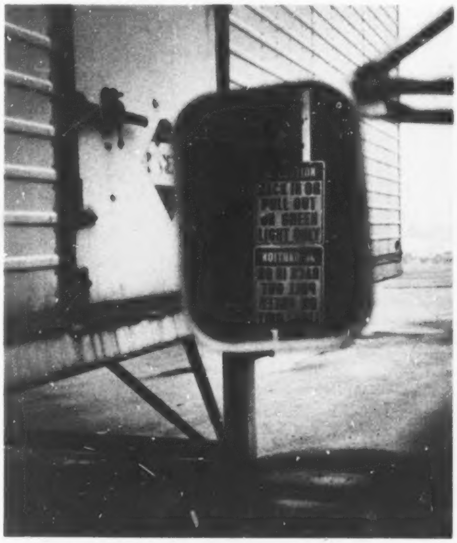
Gannett Co. Inc. said at a shareholders' meeting in late May that it will raise the single-copy price of USA Today from 35 to 50 cents, effective Aug. 26. The company also will increase the number of pages from 48 to 56.

Gannett officials said they expected the price increase to cause USA Today's 1.3-million circulation to drop slightly, but only temporarily. USA Today experienced a similar dip last August, when it raised the single-copy price from 25 to 35 cents.

A Gannett spokesman said that decrease was measured in "readership," and amounted to 5 percent of the newspaper's 5 million daily readers. They were regained within three months, however. ☐

Newsrack report

The ANPA Legal Department has compiled a list of court cases dealing with regulation of newsracks between 1943 and 1984. The list contains the name of each case, the ordinance or regulation involved, issues raised, and the outcome or status. It is available from ANPA's Legal Department at The Newspaper Center. ☐



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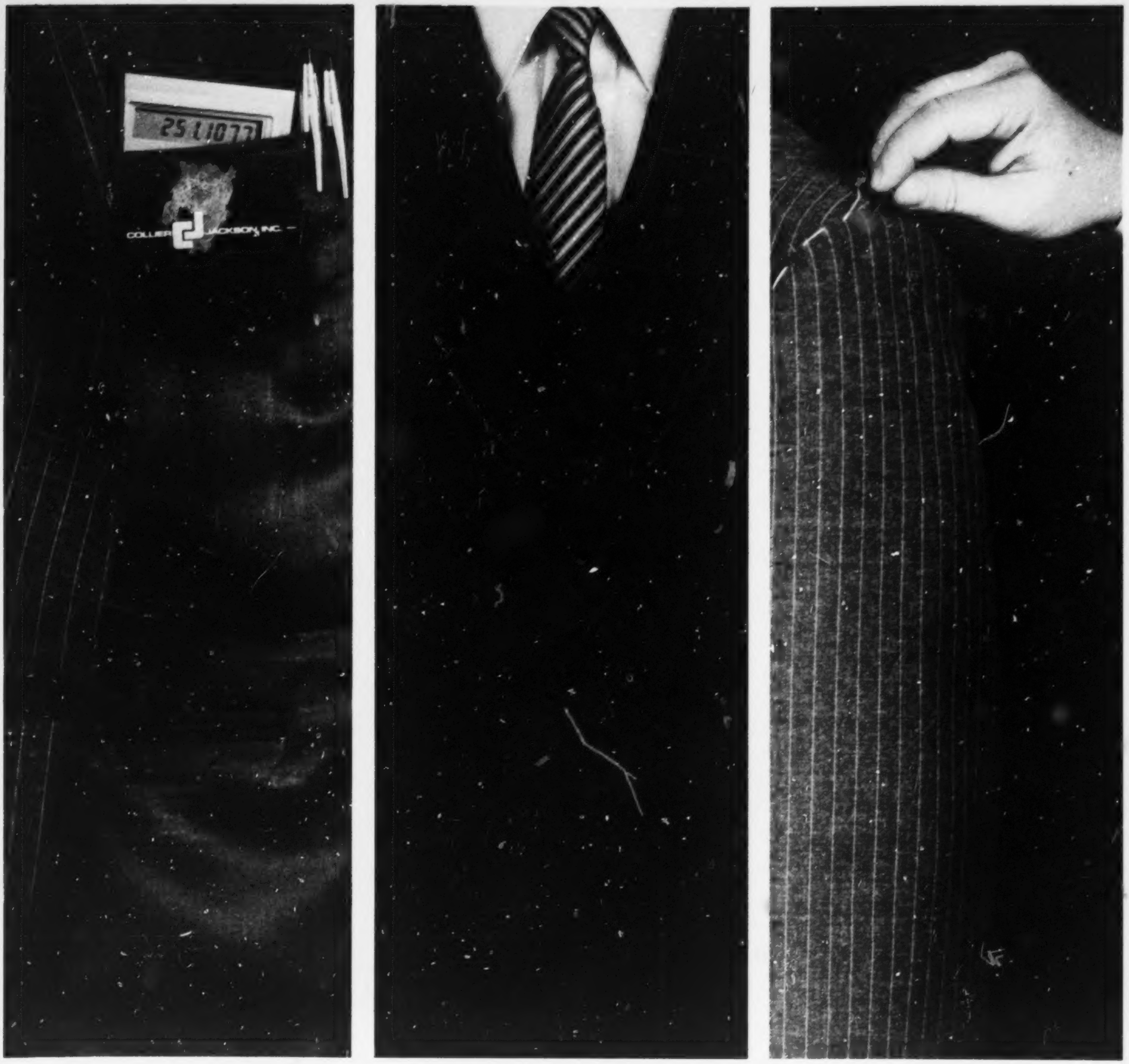
LIGHT ONLY

The truck driver's view (above) of recently installed signs and warning lights in the dock area at The Columbian of Vancouver, Wash., shows effectiveness of new safety equipment. Rite-Hite "dock locks" (right) keep a truck anchored to the dock while forklift operators drive in and out of the trailer. The restraining device is electronically released when the area is clear.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Newspapers' consumption increases again

Newsprint consumption by all U.S. users decreased 1 percent in April compared with April 1984. However, there were five Sundays in April last year versus four this year, and that accounted for an extra 3 percentage points in the 1984 total.

For the first four months of 1985, U.S. users consumed 1.6 percent more than they did a year earlier.

At U.S. daily newspapers, consumption increased 2.1 percent in April and 4.1 percent in the first four months.

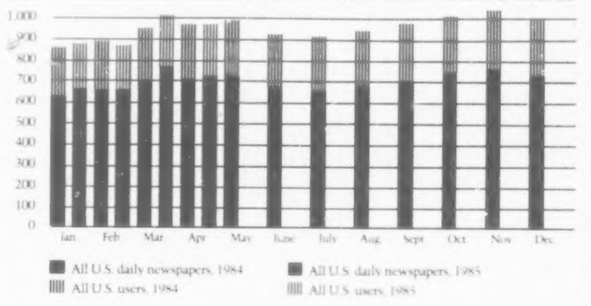
Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 48 days' supply at the end of April, compared with 39 days at the end of April 1984. Stocks of North American mills were down about 2.6 percent from the previous year's level.

The April operating rate for Canadian mills was 91 percent, and for U.S. mills it was 95.1 percent.

Shipments from Canadian mills for the first four months were up 10.7 percent from the same period last year. Canadian shipments to the United States increased 12.7 percent, those within Canada increased 3.8 percent, and those to overseas customers increased 6.5 percent.

Domestic shipments from U.S. mills declined 4.7 percent. ☐

Estimated newsprint consumption, 1984-85 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	1985(r)	1984	% Change
Northeast	185,277	169,008	+9.6
North Central	156,673	146,645	+6.8
South	250,210	229,674	+8.9
West	166,195	156,911	+5.9
Circulation size			
up to 25,000	56,094	44,678	+25.6
25,001-100,000	150,503	125,398	+20.0
Over 100,000	551,758	532,162	+3.7
March totals	758,355	702,238	+8.0
Three-month totals	2,074,870	1,978,692	+4.9
Region	**1985(p)**	**1984**	**% Change**
Northeast	173,992	167,680	+3.8
North Central	149,951	150,385	-0.3
South	236,822	227,294	+4.2
West	159,692	160,176	-0.3
Circulation size			
up to 25,000	53,878	45,208	+19.2
25,001-100,000	144,397	124,508	+16.0
Over 100,000	522,182	535,819	-2.5
April totals	720,457	705,535	+2.1
Four-month totals	2,795,327	2,684,227	+4.1

Estimated consumption of all U.S. users

	1985	1984	% Change
February totals	866,000(r)	880,000	-1.6(r)
March totals	1,004,000(r)	946,000	+6.1(r)
April totals	963,000(p)	973,000	-1.0(p)
Four-month totals	3,706,000(p)	3,646,000	+1.6(p)

Production

	Canada	U.S.A.	North America
April 1985	749,071	386,886	1,135,957
April 1984	737,464	421,574	1,159,038
Increase or decrease	+11,607	-34,688	-23,081
	+1.6%	-8.2%	-2.0%
Four months 1985	3,080,886	1,660,942	4,741,828
Four months 1984	2,781,779	1,682,533	4,464,312
Increase or decrease	+299,107	-21,591	+277,516
	+10.8%	-1.3%	+6.2%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
February 1985	961,263	41	6
February 1984	808,210	36	6
March 1985	966,785	42	6
March 1984	777,550	34	5
April 1985	970,736	42	6
April 1984	770,386	33	6
Canadian mills			
April 1985	356,222	--	--
April 1984	365,386	--	--
U.S. mills			
April 1985	62,536	--	--
April 1984	64,543	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
April 1985	535,593	85,733	131,532	752,858
April 1984	515,799	90,367	94,862	701,028
Four months 1985	2,236,273	352,055	422,232	3,010,560
Four months 1984	1,983,861	339,151	396,364	2,719,376
Increase	+252,412	+12,904	+25,868	+291,184
	+12.7%	+3.8%	+6.5%	+10.7%
From U.S. mills				
April 1985	381,019	----	26,784	407,803
April 1984	417,703	----	21,153	438,856
Four months 1985	1,561,486	----	97,719	1,659,205
Four months 1984	1,638,703	----	79,993	1,718,696
Increase or decrease	-77,217	----	+17,726	-59,491
	-4.7%	----	+22.2%	-3.5%
From North American mills				
April 1985	916,612	85,733	158,316	1,160,661
April 1984	933,502	90,367	116,015	1,139,884
Four months 1985	3,797,759	352,055	519,951	4,669,765
Four months 1984	3,622,564	339,151	476,357	4,438,072
Increase	+175,195	+12,904	+43,594	+231,693
	+4.8%	+3.8%	+9.2%	+5.2%

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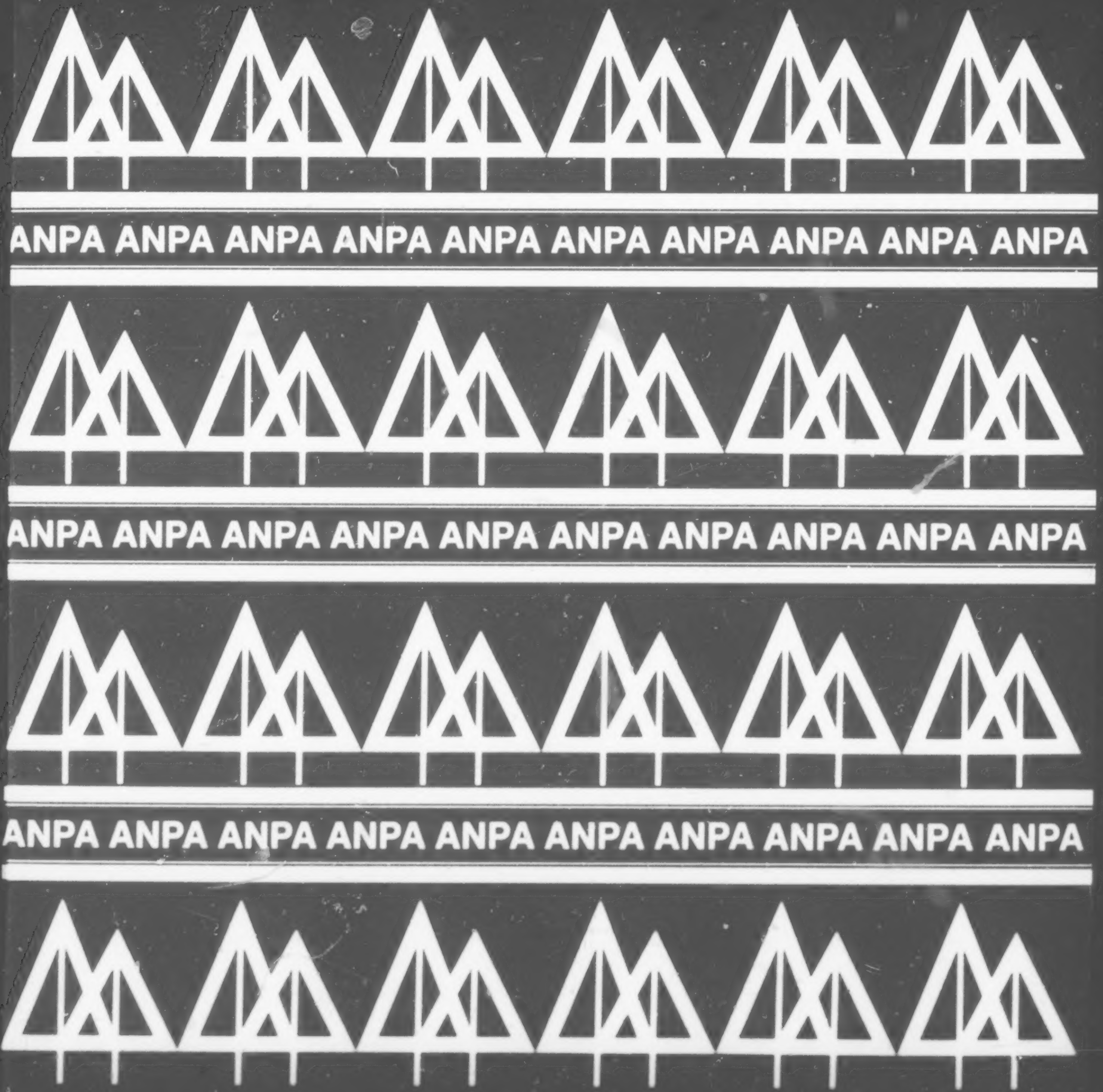
[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample.
(r) = revised (p) = preliminary

"NEWSPRINT AND THE PRESSROOM – II"

OCTOBER 10-11, 1985, CHICAGO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This seminar will examine those aspects of newsprint manufacture and use that most affect newspaper production. Papers will be presented by manufacturers, scientists and users who are involved with newsprint and who have developed methods that can be utilized today to improve production and to reduce the growth in costs.

THURSDAY, October 10, 9 A.M.
ROSEMONT 'A' & 'B' BALLROOMS

Opening Session

Call to Order	William H. Cowles 3rd President & Publisher The Spokesman-Review and Spokane Chronicle Spokane, WA Chairman, ANPA Newsprint and Transportation Committee
Welcome Address	Stanton R. Cook President & Chief Executive Officer The Tribune Company Chicago, IL

Quality Control Session

Chairman: William Metzfield - President, Gannett Supply Corp., Rochester, NY

This session highlights today's quality trends. Experts from publishing and paper-making will share with you their methods to produce high quality products.

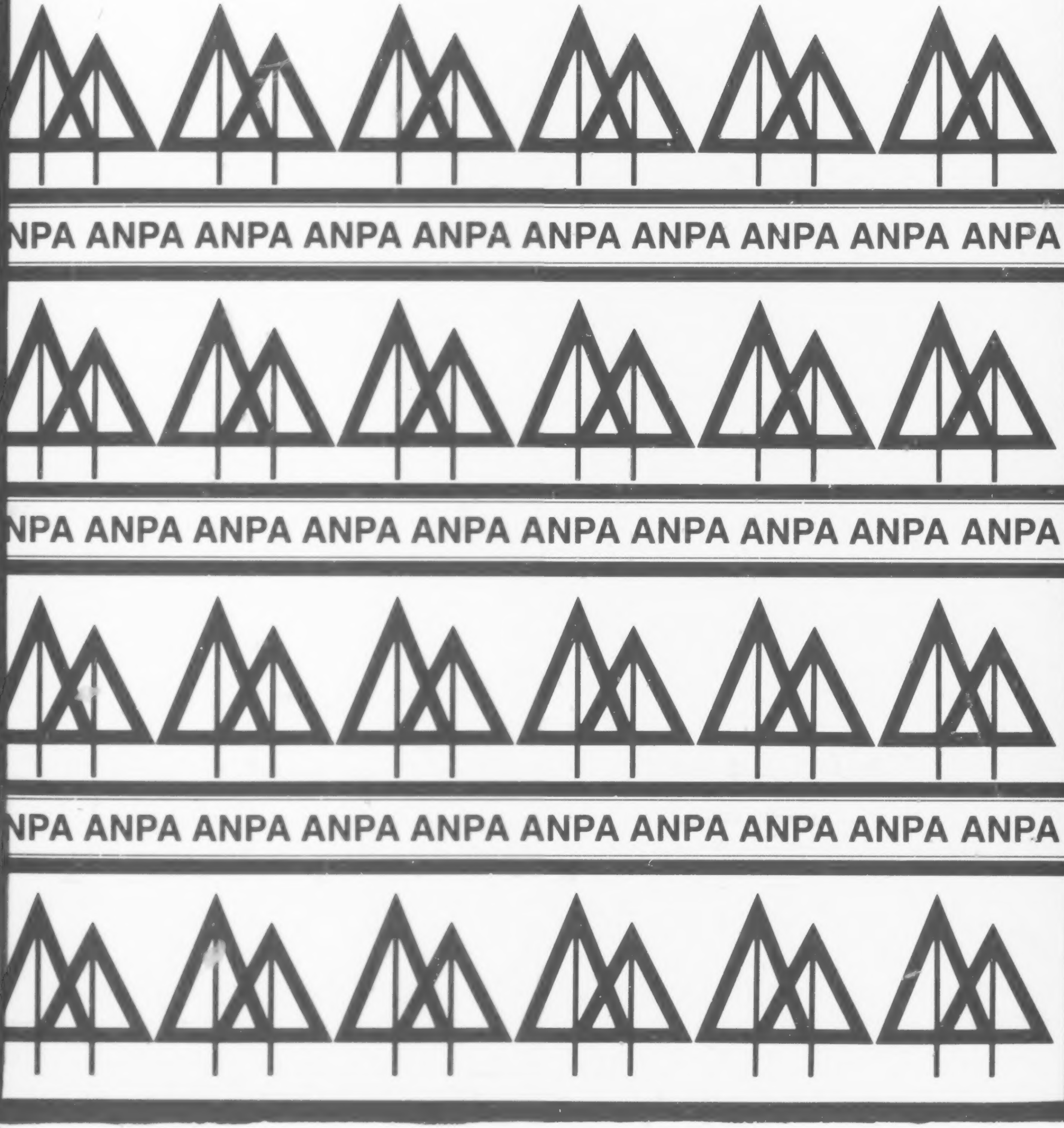
1. USA Today Quality Control Guidelines	Charles R. Blevins Vice-President Production Gannett Company Inc. Arlington, VA
2. Kodak Color Contest Winner for Letterpress	Golden L. Faris Production Director Indianapolis Newspapers Inc. Indianapolis, IN
3. Kodak Color Contest Winner for Offset	John Irvin Production Manager Times Publishing Co. St. Petersburg, FL
4. The Manufacture of Quality Newsprint	Wallace C. Finley Executive Vice-President Donohue Inc. Qué.

5. The Importance of High Quality Newsprint – A Panel Discussion

Speakers from: National Advertising Bureau
A large advertiser (i.e. a national retail chain)
A printer of advertising inserts
A Newsprint Producer

LUNCH – Rooms – Swissair, Olympic, Mexicana

Speaker: Walter E. Mattson
President & Chief Operating Officer
The New York Times Company
New York, NY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1985 SEMINAR – NEWSPRINT AND THE PRESSROOM – II

HYATT REGENCY O'HARE, CHICAGO, ILLINOIS, USA

OCTOBER 10-11, 1985

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NAME OF GROUP: **ANPA/CPPA NEWSPRINT PRESSROOM SEMINAR**

DATES OF FUNCTION: 9:00 A.M. THURS. OCT. 10 – 1:00 P.M. FRI. OCT. 11, 1985

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COMPANY:

STREET:

PHONE

CITY, STATE & ZIP CODE:

ROOMMATE'S NAME:

DATE OF ARRIVAL

DATE OF DEPARTURE

ARRIVAL DATE:

DEPARTURE DATE:

TIME OF ARRIVAL:

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SUITE TYPE	PARLOR & ONE BEDROOM	PARLOR & TWO-BEDROOM
PENTHOUSE	150	229
PLAZA	165	244
REGENCY	225	304
PANORAMA	255	334
DELUXE	375	454

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Technological Breakthroughs Session

Chairman: George Cashau, Director, Technical Research. ANPA, Reston, VA

Latest developments in newspaper publishing and newsprint manufacturing with special emphasis on Flexography.

1. Flexo in Knight-Ridder	Ralph S. Roth Vice-President Production Knight-Ridder Newspapers Inc. Miami, FL
2. Goss Retro Flexo and Work with PAPRICAN on Paper for Flexo	Thomas O. Might Vice-President Production The Washington Post Washington, DC
3. The Rub Test and Offset Printability Test	Doris Kleintop Technical Supervisor Materials Testing Service ANPA, Reston, VA
4. Paper and Ink Interaction	Robert W. Bassemir Chief Scientist Sun Chemical Corporation Carlstadt, NJ
5. New Technology in Newsprint Mills	Gordon Mitchell Senior Research Physicist MacMillan Bloedel Research Vancouver, B.C.
6. Offset plate quality – effect on linting	Rolland Lebel Director Research & Development Reed Inc., Québec, Qué.

Seminar Reception 6 P.M. – 7 P.M. (cash bar)

FRIDAY, October 11, 9 A.M.

The Paper Chase Session, Rosemont 'A' & 'B' Ballrooms

Chairman: Archibald M. Bruce – Director of Marketing Services,
Abitibi-Price Sales Corp, New York, NY

This session will hear what is done to locate newsprint in transit from a mill to a newspaper pressroom and when the paper enters a publisher's facilities. Factors in a pressroom, such as waste and runnability, are also covered as well as some views by a manufacturer.

1. The Tracking of Paper – Mill to Press	Michael Cameo Manager Information Services R.R. Donnelly & Co. Chicago, IL
2. Newsprint Control at the Star and Tribune	Robert D. Lewis, Business Analyst Minneapolis Star and Tribune Company Minneapolis, MN
3. The Waste Factor	To be announced
4. The Runnability Factor	Dr. Derek Page, Director Materials Science Division PAPRICAN, Montréal, Qué.
5. The Manufacturer's Contribution	Fred L. Baldwin, Director, Information Systems Abitibi-Price Inc., Toronto, Ont.
Summary: Wrap-Up Remarks	Bert Joss Group Director, C.P.P.A. Montreal, Qué.
Farewell Address	K. Linn Macdonald Group Vice-President Abitibi-Price Inc., Toronto, Ont.

"Newsprint and the Pressroom – II" Seminar
Hyatt Regency O'Hare, Chicago
October 10-11, 1985

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Historic find may delay mill

Construction of a $215-million, 154,000-metric-ton newsprint mill near Usk, Wash., may be delayed because of the discovery of ancient Indian ovens on the 300-acre site.

The Ponderay Newsprint Co. had planned to begin construction in late summer until discovery of the artifacts, which scientists describe as being "among the earliest and best preserved food-processing features in the interior of the Northwest." With the find, a series of federal and state laws designed to preserve archeological sites go into effect.

The mill will be a joint venture between a Canadian newsprint producer and five western newspaper companies. The plant would be built and operated by Lake Superior Products, a U.S. company owned by Great Lakes Forest Products Ltd. of Canada. Lake Superior would maintain a 40-percent interest. Publishers' interests in the mill have not been disclosed [presstime, Jan. 1985, p. 57].

Tentative agreement reached at Quebec mill

A tentative, three-year labor agreement has been reached at Donohue Inc.'s Clermont, Quebec, newsprint mill with members of the Confederation of National Trade Unions.

The agreement, subject to ratification, provides for pay increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third.

Meanwhile, officials of the United Paperworkers International Union in late May were continuing to negotiate with management of Garden State Paper Co. in Garfield, N.J., where a labor contract expired last October [presstime, May 1985, p. 78].

NEWSPRINT NOTES

- Abitibi-Price Inc., Bowater Inc. and Kimberly-Clark Corp. have **postponed** until July 1 previously disclosed **newsprint price increases** of $35 a metric ton to go from $535 to $570 a metric ton [presstime, May 1985, p. 78].

- Sir James **Goldsmith terminated his $807.5-million offer** for 78.5 percent of Crown Zellerbach Corp. after Crown said that it will divide iself into three parts and sell its timberlands [presstime, May 1985, p. 78].

- Abitibi-Price's **conversion of one of three newsprint machines** at its Alma, Quebec, mill to make lightweight catalog and directory paper is now scheduled for 1986 [presstime, April 1985, p. 56].

- The city of Richmond, Calif.'s, **proposed newsprint mill** would cost about $200 million and produce about 159,000 metric tons a year, industry sources say. The raw material input would be mostly old newspapers and likely would include some magazines [presstime, March 1985, p. 63].

- Nova Scotia Forest Industries **will be renamed Stora Forest Industries.** The company has a newsprint mill at Point Tupper, Nova Scotia.

Financial report of paper companies—first three months of 1985

Net income (in thousands of dollars)

	1985	1984	% Change
Abitibi-Price Inc.	$ 23,723	$ 10,345	+129.3
Boise Cascade Corp.	33,280(a)	27,880	+19.4
British Columbia Forest Products Ltd.	8,000	(9,900)	--
Consolidated-Bathurst Inc.	19,300	12,100(b)	+59.5
Crown Zellerbach Corp.	19,200	21,200	-9.4
Crown Forest Industries Ltd.	1,800	(6,900)	--
Domtar Inc.	34,000(a)	27,800(a)	+22.3
Donohue Inc.	6,300	6,200	+1.6
Great Northern Nekoosa Corp.	13,900(a)	29,700(a)	-53.2
Kimberly-Clark Corp.	72,300	60,600(a)	+19.3
MacMillan Bloedel Ltd.	2,600	(17,500)	--
Southwest Forest Industries	(1,604)	3,441	--

(a) including extraordinary gain (b) restated ( ) = loss

Group of 25 investors makes bid for Conrail

Morgan Stanley & Co. has assembled a group of 25 investors to offer to purchase the government's 85-percent interest in Conrail for $1.2 billion in cash and other considerations.

Morgan Stanley estimated the total value of its offer at $1.8 billion plus the value of stock warrants—well above the $1.2 billion offered for the railroad by Norfolk Southern Corp. [presstime, April 1985, p. 43].

Among the 25 investors are CSX Corp., which owns the Chessie System and Seaboard System railroads; Citicorp Capital Investors Ltd.; and Harvard, Princeton and Columbia universities.

Terms of the agreement also call for up to 60 percent of Conrail stock to be sold through a series of public offerings, with the original investors owning at most 40 percent of the railroad. No investor will be permitted to hold more than 10 percent of the stock.

New Teamsters pact wins ratification

The International Brotherhood of Teamsters and U.S. trucking industry management have ratified a new three-year contract that covers most of the nation's truckers.

It calls for a $1.50-an-hour increase over the life of the contract. Drivers paid by mileage will receive an additional 3.75 cents per mile.

New employees hired in the contract's first year will receive 70 percent of the existing top rate.

Meanwhile, several hundred smaller companies that were part of the previous round of negotiations decided to seek contracts on their own, according to industry sources [presstime, April 1985, p. 43.].

Boxcar decision allowed to stand

Without comment, the U.S. Supreme Court declined to review a federal appeals court decision that partially vacated the Interstate Commerce Commission's deregulation of boxcar traffic. The decision reversed ICC actions to deregulate joint-line movements of boxcars [presstime, Nov. 1984, p. 55].

Guild byline action ordered stopped

In what is believed by labor lawyers to be the first award of its kind, an arbitrator has found a local of The Newspaper Guild violated its labor agreement with the Rockford (Ill.) Register Star by taking concerted action to have bylines omitted from the newspaper.

Arbitrator Steven Briggs ordered Local 5 of the Guild "to cease and desist from orchestrating concerted byline withhold actions."

The dispute arose in the spring of 1984 when the company and the union were bargaining over an economic reopener in their labor agreement. According to the arbitrator, news and editorial employees represented by the union were generally dissatisfied with the progress in negotiations. A Guild "action committee" was formed, and it ultimately recommended some job actions, one of which was the withholding of bylines.

On May 1, 1984, and again on June 4, all reporters who submitted stories requested that their bylines be withheld. The Guild, said Arbitrator Briggs, freely acknowledged that it had urged its members to take the action. The company monitored requests to withhold bylines and used its judgment as to which would be honored.

Both the company and the union filed grievances charging the other with violations of the labor agreement, and both parties also filed charges with the National Labor Relations Board charging violations of the Taft-Hartley Act. The board, however, deferred to the arbitration process.

The pertinent provision in the labor agreement states: "The affixing of a byline is the prerogative of the publisher or his representative; however, bylines shall not be used over the protest of an employee nor when a substantive change or alteration is made in any employee's story unless there is agreement on the change between the publisher and the employee."

Arbitrator Briggs said use of the term "prerogative" reflected the parties' mutual acknowledgment that affixing bylines "is an employer right."

Briggs noted that the newspaper's credibility and integrity would be jeopardized were it to run opinion pieces, personal columns and reviews without attribution. "In other words," he said, "there are legitimate business reasons for affixing bylines."

He said he was not convinced that management's contractual right to affix bylines was limited to deciding whether a piece was "worthy" of a byline, as the Guild claimed.

"Rather," he said, "it seems evident from the record that the byline affixing 'prerogative' was negotiated to allow the employer to protect the newspaper's reputation and integrity."

Management's "prerogative to affix bylines prevails over employees' right to withhold bylines when the latter is done on a *collective* basis," Briggs said. "That is, employees have rights as *individuals* to withhold bylines, but not as a group." (Emphasis by arbitrator.)

Briggs rejected the Guild's contention that the mass byline withholding was not a concerted action and that each individual made a singular decision to withhold his or her byline. Such an explanation, he said, "simply stretches credulity beyond acceptable limits."

"If permitted," the arbiter said, "mass withholding of bylines could indeed be damaging to the newspaper's reputation."

Briggs found that neither parties' actions violated the Taft-Hartley Act. He did not rule on the company's contention that the mass withholding of bylines constituted an illegal partial strike.

Wendell J. Van Lare, director of labor relations for Gannett Co., said the award "identifies the need to have language in a contract making it clear that a byline is the publisher's prerogative and that any right to withhold a byline is limited to personal, professional concerns."

—*Clark Newsom*

Arbitrator reinstates columnist

An arbitrator has ordered reinstatement with back pay of a columnist at The Gazette of Montreal who was suspended last October after accepting a second job as a sports commentator on a morning radio show without the publisher's permission.

The columnist, Ted Blackman, writes a general-interest "city" column three times a week. A number of the columns deal with sports and sports figures.

At issue was a section of the labor agreement with Local 111 of The Newspaper Guild that states: "An employee shall seek permission before engaging in any broadcast activity related to his/her specific field of activity at The Gazette."

The company also contended that Blackman's broadcast activities were in violation of another section of the agreement prohibiting activities "in competition with the business of the employer."

Arbitrator Harvey Frumkin found that the newspaper company failed to show a clear and specific conflict between Blackman's job as a columnist and his job with the radio station.

"To the extent that the grievor's city column drew on the area of sport for its subject matter, the perspective was entirely different than it was in the grievor's broadcast activities," Frumkin said.

He said there may be "a fine line" between the two activities, and it was "imperative" that Blackman "proceed with caution" so as not to cross that line. The company is entitled to monitor his activities to see if a relationship becomes identifiable, he said.

Frumkin also found that Blackman's broadcast activities were not in competition with the newspaper. ☐

Recent contract settlements

Baltimore Sun, GCIU: Two three-year agreements covering pressroom employees and photoengravers; retroactive to May 1, 1984 and April 20, 1984, respectively.

Chicago Sun-Times, ITU: Three-year agreement covering mailers; retroactive to July 15, 1984.

Houston Post, ITU: Two-year agreement covering composing room employees; retroactive to Jan. 1, 1985.

San Antonio Light, GCIU: One-year agreement covering photoengravers; retroactive to Dec. 2, 1984.

(Details in June 1985 ANPA Labor & Personnel Relations Letter.)

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FACT FOUR: To date W&H is the only manufacturer who is offering and has sold flexo technology for both the new press, slip-in replacement, and flexo conversion markets. Through PUBLISHERS EQUIPMENT CORPORATION, two flexo conversion sites – one commercial, one newspaper – will be operational in 1986 utilizing W&H JOURNALFLEX inker technology.

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GCIU's Brown says he'll step down in September

Kenneth J. Brown, president of the Graphic Communications International Union, has announced that he will take early retirement Sept. 3. Brown marked his 60th birthday May 12.

Kenneth J. Brown

Brown has headed the GCIU and its predecessor unions for more than 25 years.

Under the GCIU constitution, James J. Norton, the union's recording and financial secretary, will become acting president until a successor is elected in a membership referendum next January.

Brown could not be reached for comment on his retirement. In a letter to local unions, he noted that "there is more to the totality of the human experience than our daily work, no matter how productive."

The GCIU president recently led an unsuccessful effort to merge his union with the International Typographical Union [**presstime**, April 1985, p. 49]. ☐

ITU sets ballot deadline

The International Typographical Union's executive council has set Aug. 21 as the deadline for members' ballots to be returned in the referendum on merger with the Teamsters.

Earlier, the council decided that the ballots would be mailed July 8 from the ITU's Colorado Springs headquarters [**presstime**, May 1985, p. 74].

The council has retained the American Arbitration Association to handle distribution and tabulation. Counting of the ballots will begin Aug. 22 with the assistance of a bipartisan ITU committee.

"Given the interest of the membership in this vote and the tremendous impact it will have on the future of the ITU, the executive council thought it best to have a respected outside group like the AAA involved in the process," said ITU President Robert S. McMichen.

McMichen and two other members of the five-man executive council oppose the merger proposal by the Teamsters. ☐

Pagination dispute unresolved

A hearing on a jurisdictional dispute between two unions at The Salem (Mass.) Evening News was canceled by the National Labor Relations Board after it decided that no violation of the Taft-Hartley Act had occurred.

Before the board may rule on a jurisdictional dispute, the law requires it to have "reasonable cause to believe" that section 8(b)(4)(D) of the act has been violated. That section makes it an unfair labor practice for a union to strike for the purpose of forcing an employer to assign particular work to employees represented by the union.

The dispute between The Newspaper Guild of Salem and Lynn Typographical Union No. 21 involved jurisdiction over Hastech full-page layout terminals. Last October, the newspaper notified the Guild of a "potential jurisdictional problem" it had with Local 21 concerning the operation of pagination terminals in the newsroom.

The Guild's representative wrote the company a letter stating that operation of the equipment in the editorial department was within the Guild's jurisdiction. The letter stated: "Should the publisher take any action to dilute, transfer or denigrate in any way this work, the Guild will pursue all available remedies."

To bring the dispute before the board, the newspaper filed charges with the NLRB alleging that the Guild had threatened to violate section 8(b)(4)(D).

The board noted that both unions' labor agreements contain a jurisdictional provision and grievance and arbitration provisions covering "all disputes" or "any matter" regarding the interpretation or application of the agreements.

Neither union had engaged in a strike, the board noted. "Nor did either explicitly threaten to do so."

The Guild's threat to "pursue all available remedies" did not refer to any specific conduct, the board noted. "A threat merely to file a grievance or invoke arbitration in pursuit of an arguably meritorious contractual claim does not violate the act," the board said.

The board said there was no reasonable cause to believe section 8(b)(4)(D) had been violated, and therefore it was "without authority" to determine the jurisdictional dispute.

Officials of the Evening News declined comment on the case.

(The Newspaper Guild of Salem and The Salem News Publishing Co., 275 NLRB No. 22) ☐

NLRB orders daily to bargain with union

The Daily Republic of Fairfield, Calif., has been ordered by the National Labor Relations Board to bargain with a union that was certified last year to represent a unit of all full-time and regular part-time employees.

In an NLRB-supervised election, the employees voted 62-53 in favor of representation by the Northern California Newspaper Organizing Committee, a group of newspaper unions that includes locals of the Graphic Communications International Union, The Newspaper Guild, the International Typographical Union and Teamsters [**presstime**, Sept. 1984, p. 46].

In refusing to bargain, the company contended that the union, which goes under the acronym "NOCNOC," was not a labor organization within the meaning of the Taft-Hartley Act. But the board said that the newspaper was "attempting to relitigate" issues that "were or could have been" resolved in the representation proceedings that led to the election.

The company is appealing the board's decision to the 9th U.S. Circuit Court of Appeals.

(Fairfield Publishing Co. and Northern California Newspaper Organizing Committee, 275 NLRB No. 2) ☐

Guild files suit in St. Louis

A local of The Newspaper Guild has filed a class-action suit in federal district court charging the St. Louis Post-Dispatch with unlawful sex discrimination in its advertising department.

The suit charges the company with maintaining lower pay rates for jobs filled mainly by women and of paying higher rates in jobs staffed predominately by men.

The St. Louis Guild also alleges that the Post-Dispatch has "intentionally established and maintained" a pattern of sexual segregation in its advertising sales force.

The company said it could not comment because of the pending litigation. ☐

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Firing suit against daily dismissed

The Luzerne County, Pa., Court of Common Pleas has dismissed a former employee's lawsuit against The Times Leader of Wilkes-Barre.

Copy editor Dorothy Kay Martin was fired in 1981 on grounds of aiding a competitor. She had placed a display ad in the Citizens' Voice, a union-sponsored newspaper also in Wilkes-Barre, promoting an ice cream stand she operated at a nearby resort.

After unsuccessfully petitioning the NLRB for relief, Martin sued The Times Leader and Publisher Richard L. Connor for alleged breach of her employment contract. She sought $36,827 in back wages and $20,000 in punitive damages.

Judge Arthur Dalessandro of the Court of Common Pleas noted that absent a statutory or contractual provision to the contrary, the law has taken for granted the power of either party to terminate an "at-will" employment relationship "for any or no reason."

According to Martin's own testimony, no promises were made to her when she was hired that it would be for a stated period of time. She also testified that no guarantees of employment were made when an employee handbook was issued.

Judge Dalessandro ruled that Martin's breach of contract suit "cannot be sustained as a matter of law," and that her discharge did not violate any Pennsylvania constitutional guarantees.

He said Martin "failed to provide any factual allegations which would support her theory and conclusion that (publisher) Connor acted in any way for his own personal motives" in her discharge.

The NLRB previously had ruled that the placement of the ad was not an activity protected by the Taft-Hartley Act and dismissed a complaint against The Times Leader [**presstime**, April 1983, p. 46].

(Martin v. Capital Cities Media Inc. and Connor, No. 1538-C) ☐

NLRB election

Memphis Commercial Appeal, ITU: Composing room employees voted 37-27 to retain Typographical Union No. 11 as their bargaining representative.

(NLRB Case No. 26-RD-673)

Suspension of reporter upheld

A three-day disciplinary suspension given a veteran reporter at the San Jose (Calif.) Mercury News for producing work at a level below minimally acceptable for a professional has been sustained in arbitration.

Arbitrator Gerald R. McKay rejected a contention of Local 98 of The Newspaper Guild that the company was attempting to "build a case" against the grievant, who has worked for the paper since 1961, so that it could ultimately fire him.

In 1981, the reporter was taken off the courthouse beat and assigned the job of collecting material for the daily crime report. He also then was given a warning letter for failing to provide corrected information to the paper prior to deadline.

In the arbitration, the company introduced a number of memos that the grievant had received from editors commenting on the unsatisfactory quality of his reporting and writing.

The union pointed out that the warning letter was the only disciplinary action against the grievant in his more than 23 years at the Mercury News. It also noted that the editors who had criticized him had been in their positions less than three years.

The company contended that the intention of the June 11-13, 1984, suspension was to make sure that the reporter understood that his performance must improve. The incident that caused the suspension was the grievant's failure to develop a story concerning stolen microphones in the county commissioners' chambers.

Arbitrator McKay noted that an editor described the grievant's assignment as the simplest and least demanding reporting activity at the paper. The job involves reviewing crime reports on a daily basis and summarizing 20-25 of them for publication. In addition, the grievant was asked to develop one brief story each day from the reports.

"While the arbitrator is not a professional reporter," McKay said, "the description of the work which the grievant performs sounds relatively straightforward and semi-routine. It certainly does not require a great deal of creativity or self-motivation to complete it. In the arbitrator's opinion, it is reasonable for the employer to expect that a minimally competent reporter should be able to review the crime reports on a daily basis and produce at least one story from those reports in addition to the daily summary. That is not a burdensome task nor is it one which other reporters who testified during the arbitration hearing found to be unobtainable."

McKay said the company "has the right to expect the grievant to produce the number of articles it has demanded." ☐

Additional arbitration awards

Cleveland Plain Dealer, GCIU: Phillip-Harold Marshall ruled that the company properly removed from the substitute list the names of two paper handlers because of their failure to comply with an availability agreement.

Houston Chronicle, ITU: Charles R. Milentz found that the company, following the introduction of a dual computer system, violated the labor agreement in bypassing bargaining unit employees in the processing of certain ads.

New York Times, Guild: Richard Adelman ruled that the union violated the labor agreement by holding a meeting of about 50 accounting department employees during working hours without the company's permission.

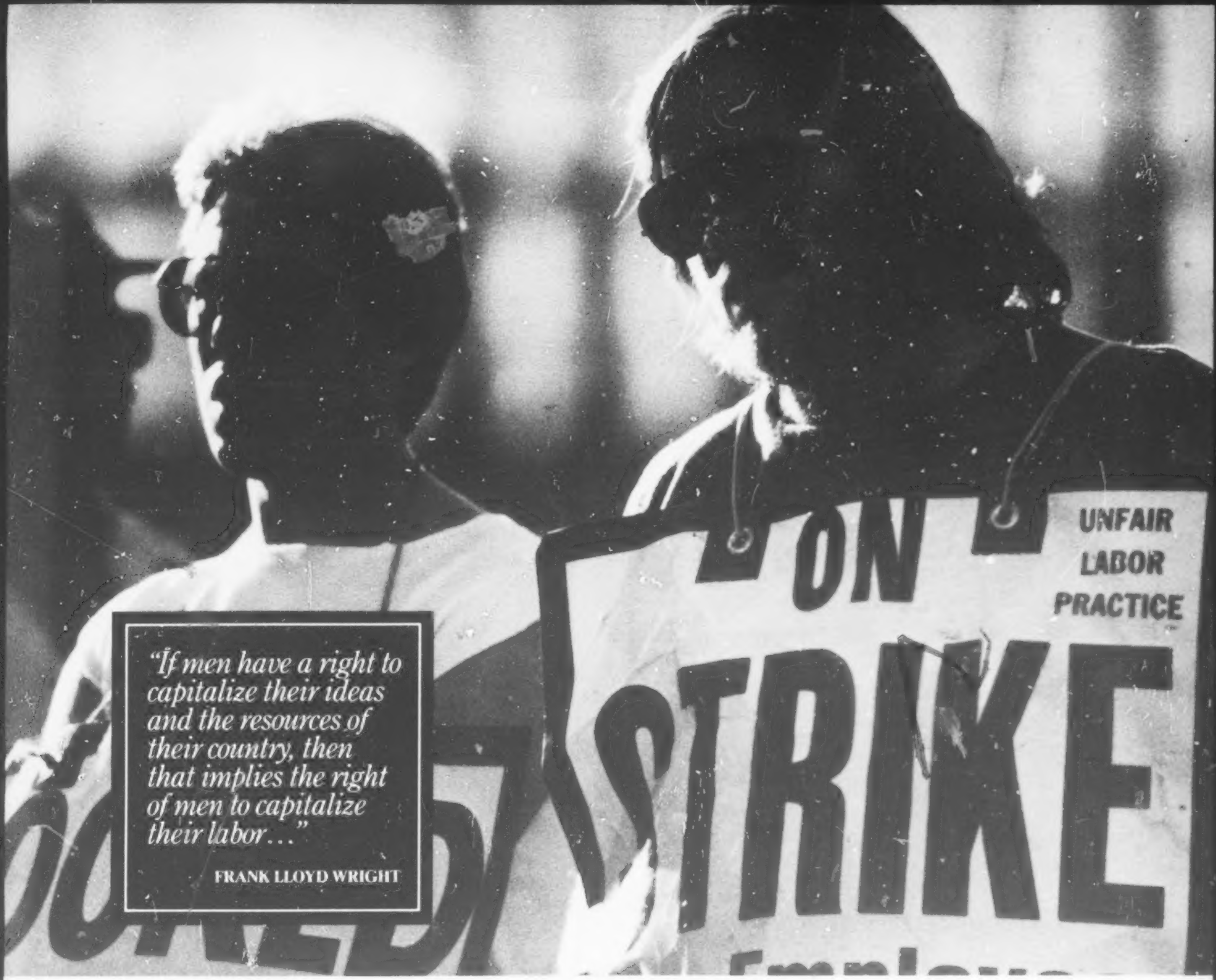
New York Times, Guild: Adelman ruled that the company did not violate the labor agreement by refusing to pay an employee for four holidays that occurred while he was on a leave of absence.

New York Times, Guild: Janet Maleson Spencer found that display advertising "charge" clerks were not entitled to be upgraded to a higher pay classification because of an increase in the volume and complexity of their work.

San Jose (Calif.) Mercury News, ITU: Ralph F. Duncan ruled that the company violated the labor agreement by refusing to provide an employee with trifocals for the purpose of working on a video display terminal.

Seattle Times, Guild: Zane Lumbley found that an associate editor should be excluded from the bargaining unit as contended by the company.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)



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Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Why People Dislike the Press
Katharine Graham, chairman, The Washington Post Co. Washington Ad Club, Washington, D.C., March 14.

The American Press and the Ethics of Freedom
Otis Chandler, chairman and editor-in-chief, The Times Mirror Co., Los Angeles. Remarks made in receiving the annual Isaiah Thomas Award in Newspaper Management, Rochester Institute of Technology, April 9.

Newspapers and the Legal Framework in the U.S.
James McClatchy, chairman, McClatchy Newspapers, Sacramento. International Federation of Newspaper Publishers annual congress, Tokyo, May 14.

The Time Has Come for Newspapers to Tell the Public What They're About
J. Douglas Donehue, director/corporate communications, The Evening Post Publishing Co., Charleston, S.C. Kiwanis Club, Greenwood, S.C., April 18.

Safety of Journalists: What Are the Facts? What Might Help?
Dana R. Bullen, executive director, World Press Freedom Committee, Reston, Va. International Committee of the Red Cross conference, Vevey, Switzerland, April 23.

Will the First Amendment Survive the 1980s?
Floyd Abrams, attorney, Cahill, Gordon & Reindel, New York City. Alexander Graham Bell Lecture, Boston University College of Communications, March 25. (Or see April 15, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971).

A Reporter's Credo: Take the News Seriously, But Not Yourself
John Chancellor, commentator, NBC News. Remarks made in receiving the annual Sol Taishoff Award for Excellence in Broadcast Journalism, Washington, D.C., Feb. 28.

From the International Circulation Managers Association Alternative Distribution Seminar, Philadelphia, May 1-3:

Battling the Competition With Shared Mail
Richard Hartle, circulation director, Dayton (Ohio) Newspapers Inc.

We Use Second-Class Mail
Austin L. Smith, circulation manager, The Columbia (S.C.) Record

What's Ahead for the Post Office?
William B. Aylward, assistant circulation manager, Akron (Ohio) Beacon Journal

Using Regular Newspaper Carriers to Deliver Alternate Products
Gordon Cox, assistant circulation director, Florida Publishing Co., Jacksonville

Development and Maintenance of the Address Database
Jane B. Hagwood, address database coordinator, News & Observer Publishing Co., Raleigh, N.C.

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Murdoch, Tribune Co. ponder sale of three newspapers

The fate of two of the country's better known metro dailies—the New York Post and the Chicago Sun-Times—remains shrouded in doubt in the wake of the $2-billion decision of their owner, K. Rupert Murdoch, to buy Metromedia Inc.'s seven television stations.

A third newspaper, the Daily News of Los Angeles, may also be on the block because of another newspaper company's purchase of a TV station, this one by the Tribune Co. of Chicago.

Murdoch, who is making the Metromedia purchase with his partner at 20th Century Fox, Marvin Davis, and the Tribune Co. must find a way to comply with Federal Communications Commission rules that prohibit cross-ownership of a broadcast station and daily newspaper in the same market.

One of the Metromedia stations is in New York City and another is in Chicago, thus setting up Murdoch's dilemma.

Asked if there are plans to sell the Post or the Sun-Times, Howard J. Rubenstein, head of a public relations firm hired by Murdoch, said Murdoch will "comply with the law." He added that Murdoch has no plans to seek a permanent waiver of the FCC cross-ownership rules. A permanent waiver has never been granted in the 10-year existence of the cross-ownership rule, according to Maureen Peratino, an FCC spokeswoman.

K. Rupert Murdoch

Although the Metromedia purchase was a major topic of conversation among newspaper executives at the ANPA Convention and other industry meetings in May, few were willing to predict how the newspapers will fare or what steps Murdoch will take next to deal with the situation.

"I'm never surprised at anything Rupert does," said Walter E. Mattson, president of the New York Times Co., adding that he did not know of any buyers for the Post.

Another interested New Yorker, James Hoge, publisher of the New York Daily News, said his paper assumes the New York market will "be exceptionally competitive." Changes seem likely to occur, he said, but he declined to speculate on what they might be.

John Morton, a newspaper analyst with Lynch, Jones & Ryan, had stronger views. "Nobody in his right mind" would buy the money-losing Post, he said. Morton believes the Sun-Times is "marginally profitable" and will be able to attract a buyer.

Both papers face strong, local newspaper competition and are not the dominant dailies in their markets.

Another of the Metromedia TV stations is in Boston where Murdoch owns The Boston Herald. Cross-ownership problems will not arise there, however, because Murdoch and Davis have arranged for sale of the station to The Hearst Corp. for $450 million.

The sale price for the Boston station set a record that lasted little more than a week. It was topped May 16 by the Tribune Co.'s announcement of its successful bid of $510 million for station KTLA-TV in Los Angeles. With that purchase, the Tribune Co., which publishes newspapers including the Chicago Tribune and the New York Daily News, will own six television stations.

Those stations will make the Tribune Co. the fourth-largest U.S. broadcaster in terms of potential TV audience, behind the three major networks and slightly ahead of Murdoch. But the company will also inherit its own cross-ownership problem: It owns two cable systems and the Daily News in the Los Angeles market.

Asked how the company will deal with the situation, a Tribune spokesman said officers will discuss with FCC officials "what our responsibilities are under cross-ownership rules."

While no decisions have been an-

INPA creates minorities panel

In another development that signals a newspaper-industry-wide effort to offer job opportunities to minorities, the International Newspaper Promotion Association has established a Minority Affairs Committee.

The action was taken by the INPA Board of Directors during the organization's annual convention May 19-23 in Boston.

Scott C. Schurz

Charles V. Pittman, promotion director and classified advertising manager of the Times Publishing Co. of Erie, Pa., was named chairman.

According to Executive Director Paula Markiewicz, the committee was established "to complement an industry-wide effort with the idea that promotion can play a very special role."

The need to increase industry-wide hiring of minorities is being addressed by the Minority Issues Steering Committee, which is composed of representatives of 26 major newspaper organizations including INPA [**presstime**, May 1985, p. 82].

Also at the convention, Scott C. Schurz of The Herald Telephone in Bloomington, Ind., and of The Times-Mail in Bedford, Ind., was elected INPA president. Schurz is chairman, publisher and editor of the two newspapers.

Also elected were Caroline C. John, circulation director of the Atlanta Journal and Constitution, president-elect; David C. Teague, marketing director of T. Bailey Forman, Nottingham, England, vice president; and Donald B. Towles, vice president and director of public affairs of The Courier-Journal and The Louisville Times, treasurer. ☐

Correction

The name of Thomas P. Geyer, president and chief operating officer of Ingersoll Publications Co., was misspelled in the May issue of **presstime** (p. 17). **Presstime** regrets the error. ☐

nounced concerning possible sales of the Daily News, the New York Post and the Sun-Times, the Tribune Co.'s fast-growing California daily [circulation 145,523] would probably be the easiest to sell, analysts believe.

Murdoch spokesman Rubenstein, asked about tax breaks from a possible sale of the Sun-Times, said Murdoch "doesn't intend to sell the Sun-Times at a loss." Murdoch reportedly paid $90 million for the paper last year [presstime, Feb. 1984, p. 50].

Also, Murdoch "doesn't intend to shut down the New York Post" even if there are no buyers, Rubenstein said.

Although he has ruled out seeking a permanent waiver, Murdoch has not decided whether to seek a temporary waiver of the FCC cross-ownership rule, Rubenstein said. Such a waiver would give an owner 12 to 18 months to dispose of the property causing the conflict. Referring to the Sun-Times, Rubenstein said, "We expect to have 18 months to dispose of the property."

Besides his U.S. newspaper holdings, which include the San Antonio Express-News, Murdoch, an Australian, also owns the weekly Village Voice in New York; New York magazine; The Star, a supermarket tabloid; television stations and dailies in Australia; The Times of London and other English papers; and the so-called Sky Channel, which beams television programs by satellite to Europe.

In March, he agreed to buy half of the Fox film and television production studio. The combination of Fox, a source of programs, and the stations makes a fourth TV network "a very good" long-term possibility, Rubenstein said.

The first sale of a Murdoch property following the Metromedia deal could be the The Village Voice. Rubenstein acknowledged the paper is for sale at a minimum price of $55 million.

American Stock Exchange Chairman Arthur Levitt Jr. apparently plans to bid for the weekly. Levitt has hired investment bankers Henry Ansbacher Inc. to represent him in the bid, according to an Ansbacher spokeswoman.

Murdoch is not required to sell the Voice under FCC cross-ownership rules, but the sale would provide money at a convenient time. The $2 billion-plus that Murdoch and Davis are paying for the seven Metromedia stations includes the assumption of $1.35 billion in debt. Metromedia has been carrying huge debt since the company was taken private about a year ago through a leveraged buyout.

To obtain the licenses required to operate his new stations, Murdoch must become a United States citizen, a step he plans to take, Rubenstein said.

Murdoch and Davis will also have to apply to the FCC for license transfers for the stations. Rubenstein said Murdoch has not announced when he will apply for the transfers.

If the applications' review proceeds at absolute top speed, the transfers could take a minimum of about five weeks, the FCC's Peratino said. "If they don't have licenses to go with the deal, they really don't have a deal," she noted.

Besides the stations in New York, Chicago and Boston, Metromedia is selling stations in Los Angeles, Dallas/Fort Worth, Washington, D.C., and Houston.

—Barbara Friedman

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Denver Post deal with cable firm gives Sunday circulation a boost

In one swoop, The Denver Post has recruited about 65,000 new subscribers to its Sunday edition. But the move is being challenged by its rival, the Rocky Mountain News.

The circulation leap is the result of a marketing partnership between the newspaper and United Cable Television of Colorado Inc., which provides cable TV service in the Denver area. Since March 31, United Cable subscribers have automatically received the Sunday Post, which contains a new detailed guide to the week's cable and television programs.

Previously, only 65,000 of United Cable's 130,000 subscribers in the Denver area were getting the Sunday Post.

To make the arrangement work, the Post dropped the price of its Sunday-only paper in the Denver area from 75 cents to 50 cents March 31. Under the agreement, cable subscribers pay 25 cents per copy, which conforms to the Audit Bureau of Circulations rule that subscribers pay at least half of the paper's price to qualify as paid circulation.

Cable subscribers' bills itemize the 25-cents-per-Sunday charge. Bruce Smith, United's marketing manager, said the cable company pays the Post for the papers in a mix of cash, trade and the use of cable channels. Payment amounts to the 25 cents per-paper price, Smith said.

The benefits to the cable company include broader coverage through access to the Post's entire circulation and a weekly, improved guide that reaches all United's subcribers, replacing a monthly guide received only by certain subscribers, Smith said.

He also said that as part of the deal, the Post is "taking over our classified advertising channel" and will receive revenues from it.

The Post is probably the first but perhaps not the last newspaper to garner paid circulation through such an agreement with a cable company.

At the Post, Thomas G. Clancy, vice president for advertising, said "a lot of newspapers" are considering similar arrangements.

ABC is counting the cable subscribers in the Post's paid circulation figures in what, at least for now, is probably a precedent for newspapers.

In planning the project, Post and ABC officials had two meetings and repeated phone conversations about "what and how we were doing," Clancy said. "There is no problem with ABC" because the circulation qualifies under bureau guidelines, he said.

Howard W. Kutz, ABC executive vice president, agreed. Kutz said periodicals frequently sell subscriptions through marketing agreements with cable operators and other partners. ABC has never before been asked to count paying customers for newspapers sold that way, he said.

"I'm sure objections will be raised by another paper," Kutz said.

And those objections will be forthcoming, according to William W. Fletcher, Rocky Mountain News president. "We think there's a broader problem" than the one affecting the Rocky Mountain News, he said.

The issue is ABC's application of a rule that defines allowable paid circulation sold through the third party of an association.

The Post's price is itemized on subscribers' bills as the rule requires, Kutz said. And while not an association, the cable company is close enough to fit the rule's definition, he said.

But Fletcher believes the rule's expanded interpretation is "counter to the traditional basis of net paid circulation where an individual requests the paper and pays for it." The News will contest the interpretation, using "whatever the appeal procedures are for ABC," and "we'll go by the book," Fletcher said.

The News is ahead of the Post in daily and Sunday circulation—317,638 to 226,028 daily and 366,003 to 344,618 Sunday—for the six months ending Sept. 30. The Post's figures had been revised downward from the original ABC numbers.

The March Post figures will be in ABC's supplemental report and will reflect an increase of 64,499 Sunday subscribers, Clancy said. But the flood of new subscribers will be averaged over the reporting period's 26 Sundays, leaving the Post with average Sunday circulation of 345,097, he said.

The News, with average Sunday circulation of 385,807—according to March 31 ABC figures—remains the winner for those six months. But Post Editor David Hall claimed in early May that the increase from the cable TV arrangement "gives us back the lead on Sunday."

Clancy declined to say how much the project has cost. *—Barbara J. Friedman*

UPI owners, managers try to end feud

Some of the darkest clouds in its recent stormy history have gathered over United Press International.

The nation's number-two wire service is in Chapter 11 bankruptcy, which means it has obtained federal bankruptcy court protection from creditors until a satisfactory plan can be worked out to pay off old debts.

And UPI's prospects have been further damaged by the continuing feud between management and principal owners.

In May, owners Douglas F. Ruhe and William E. Geissler filed suit in an effort to oust Chairman and Chief Executive Officer Louis G. Nogales. Two months earlier, Ruhe and Geissler actually fired Nogales but were forced by creditors to reinstate him.

"It's like a plane going in for a crash landing, and having a fight in the cockpit for the controls," a UPI staff member told Business Week magazine.

The parties in late May reached tentative agreement to end their public bickering, although a formal document to that effect has not been signed at press time. Under the agreement, the parties would work in unison to find a buyer for the troubled wire service.

Another ominous sign for UPI was the "mixed" reaction it was getting from subscribers over a 9.9-percent rate increase [presstime, May 1985, p. 83].

On a positive note in late May, UPI's employment picture stabilized somewhat. After the wire service laid off 55 workers on April 26, and after Editor-in-Chief Maxwell McCrohon told the annual UPI Luncheon in Miami Beach May 7 that more layoffs were planned, the wire service May 21 posted 24 editorial job openings. This was expected to lead to the rehiring of some of the laid-off staffers. UPI spokesman David Wickenden said the openings were made possible by the company's continuing ability to meet current expenses, a trend that dates from the last quarter of 1984.

McCrohon also announced at the luncheon, held during the ANPA Convention, that state reports in 11 states would be replaced with regional reports. Wickenden said later the affected states have not been decided but may include North and South Dakota and Wyoming.

In its efforts to stay in business, the 78-

year-old news agency has been aided by the bankruptcy judge assigned the case.

One day after UPI's April 29 filing in U.S. Bankruptcy Court, Washington, D.C., Judge George F. Bason Jr. authorized UPI's chief lender, Foothill Capital Corp., to reinstate a $4-million line of credit. The action covered biweekly paychecks UPI had issued several days earlier.

Bason issued another decision citing a First Amendment importance for keeping UPI afloat. He said there was a greater public benefit in allowing UPI to pay Prudential Insurance Co. for continued employee health-insurance coverage than in UPI's first paying a delinquent tax bil to the Internal Revenue Service.

While the bankruptcy petition has enabled the company to carry on, in another sense it served to heighten an already severe strain—the dispute between management and owners.

Ruhe and Geissler said the bankruptcy petition nullified terms of a previous agreement in which they relinquished control of the company to Nogales and a management team. The principal owners filed suit against Nogales in Chancery Court of Delaware to get Nogales removed from the board of Media News Corp., parent company of UPI.

A judge in that case issued a temporary restraining order in favor of Ruhe and Geissler. But Nogales and other top managers stayed on, maintaining that UPI is subject to decisions of the Bankruptcy Court. Under the tentative agreement reached in late May, Ruhe and Geissler would drop their Delaware court suit.

Another important part of the turnaround efforts is to obtain support from subscribers. "We need your support and now is the time," Nogales told the UPI Luncheon audience of newspaper executives.

Wickenden said he had no firm figures on the number of newspapers agreeing to the higher rates, although "better than 50 percent immediately said they would" pay. Among them were the Daily News of New York, UPI's biggest newspaper customer, whose publisher, James F. Hoge, is chairman of the UPI Advisory Board.

Sandusky-Norwalk Newspapers, a group of four dailies in Tennessee, Ohio and Michigan, was among those that declined to pay. President David A. Rau said he told Nogales that while his firm believes UPI should remain in business—that two strong, competitive newswires are desirable—it has "passed the point of willingness to support UPI by paying the 9.9-percent increase."

"We expect to live up to terms of our long-term contract" and expect UPI to do the same, Rau said.

The Los Angeles Times also said it would stick with its original rate.

In other developments:

- UPI held an "inconclusive" meeting with Reuters to discuss a possible sale. Other parties reported to have expressed an interest in buying the service include McGraw-Hill and a Miami couple.
- The White House demanded $30,000 from UPI in advance for the costs to cover President Reagan's trip to Europe. Because UPI was strapped for cash, Newsday and the Chicago Tribune each guaranteed $15,000 so that the wire service could cover the event. Wickenden said neither newspaper actually paid out any money, and UPI itself will pay for all costs.

—C. David Rambo

INTERNAL MEMORANDUM

June 1, 1985

ATTN: Publisher
and General Manager
FROM: Circulation Director
SUBJECT: Sales and Marketing Plan

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NH

Our ABC figure was flat this year and my outside crew just quit. Most of my subscription sales don't have adequate retention. Street sales are down. Special contests drive up our cost-per-order. Our September figure could get worse. We've got to move fast to shore up our sales efforts.

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Null can do what we need now. I suggest we start right away by having them develop a sales and marketing strategy. They have a series of regional institutes this summer and fall. I should attend their July institute for the New England states.

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Foundation wants to know about anniversary events marking Zenger trial

ANPA Foundation has asked state newspaper associations to notify it of events being planned to observe the 250th anniversary of the trial of John Peter Zenger.

Zenger was tried Aug. 4, 1735, on charges of seditious libel for publishing a newspaper critical of the colonial government of New York. Represented at trial by Andrew Hamilton, Zenger was acquitted.

It was the first time that truth was accepted as a defense for libel. Until then, libel could be proved merely by showing that scandalous material had been published.

ANPA Foundation is working with other national organizations to promote observances of the anniversary. The other sponsoring groups are the American Bar Association, the American Library Association, the National Community Education Association, and the Society of Professional Journalists, Sigma Delta Chi.

The organizations suggest holding "community forums" on free speech/free press issues.

According to Robert S. Peck, staff director of the ABA Commission on Public Understanding About the Law, committees made up of state representatives of these national organizations have been established in 41 states. Planning meetings have been held in 14. ANPA Foundation has asked state newspaper association executives to be its representatives. ☐

Recent acquisitions

Hagadone Corp. of Coeur d'Alene, Idaho, acquired The North Idaho Press, Wallace, Idaho, daily circulation 2,495, and The Kellogg (Idaho) Evening News, daily circulation 2,076.

Richard Scudder and W. Dean Singleton, president and publisher, respectively, of The Gloucester County Times of Woodbury, N.J., acquired The Daily Transcript of Dedham, Mass., circulation 12,581, and The News Tribune of Waltham, Mass., daily circulation 13,375, from Thomson Newspapers Inc., Des Plaines, Ill.

Donrey Media Group of Fort Smith, Ark., acquired The Norman (Okla.) Transcript, daily circulation 17,245.

Western Newspapers Inc. of Yuma, Ariz., acquired The Daily Dispatch, Douglas, Ariz., circulation 2,702. ☐

Toward better 2nd-class delivery

I was pleased to read the list of suggestions on how publishers can help the Postal Service alleviate second-class delivery problems at the end of an article in the March issue of presstime (p. 12).

As the story pointed out, the merger of all second-class mail into the preferential mail network has, in some instances, adversely affected the delivery time of some publications. It is important, however, for second-class mailers to know that the Postal Service has given this area its highest priority and is taking a number of steps to resolve the situation as rapidly as possible.

The transition from the bulk mail system to the preferential network resulted in a longer-than-expected period of adjustment. But management's attention to the situation has been redoubled. New equipment is being purchased and more personnel are being trained and deployed as fast as possible.

In addition, our regional, district and local offices are tackling each second-class service complaint on a case-by-case basis and will continue to do so until our second-class mail service is back up to a proper level. In fact, feedback from our customers tells us that our efforts are paying off. As we make progress in resolving second-class late delivery problems, customer complaints have significantly declined.

The presstime article contained some misleading information regarding the loss of drop shipments and the potential reduction of entry points. The article's example showing the smaller differential between Zone 1 and Zone 8 rates under the new rate structure contained advertising rates only. It did not take into account the non-advertising pound rate or recognize the fact that a newspaper made up entirely of advertising would not qualify as a second-class publication. We do not believe the new rate structure will precipitate a large reduction in entry points.

In fact, with the creation of an Intra-SCF rate (a new discounted rate for drop shipments), customers will likely seek to add more entry points. This new rate not only reduces postage costs, but also improves service by bypassing the office of origin.

For any mailing, it is important that customers work with the Postal Service. Our customer services and transportation management staffs are ready to share their knowledge about transportation, mail makeup requirements and operating parameters. By working with them, customers can assure that their mailings are properly prepared, processed and delivered. Working together, publishers and the Postal Service can ensure the quality service that second-class mail deserves.

Paul N. Carlin
Postmaster general
Washington, D.C.

AD/SAT's mission

We were quite disturbed by the implications of the headline that really didn't agree with the story in the March issue of presstime (p. 42).

The fact that there are networks that can "deliver national ads" isn't very startling. I suspect that there are dozens of such networks using conventional methods of "delivering national ads."

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N. S. Hayden
President and chief executive
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Los Angeles, Calif.

Liked insurance story

Your special report on insurance in the March 1985 presstime was excellent.

H. Michael Tyson
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ANPA Calendar

JUNE

ANPA Labor Relations and Technology Seminar
New Orleans Hilton Riverside and Towers, June 7-8

ANPA Operations Management Conference & Exposition
New Orleans Convention Center, Rivergate Exhibition Center, and New Orleans Hilton Riverside and Towers, June 8-12

ANPA Technical Committee meeting
Rivergate Exhibition Center, New Orleans, June 9

ANPA Executive Committee meeting
New Orleans Hilton Riverside and Towers, June 10

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
The Lodge, Pebble Beach, Calif., June 10-11

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Back Bay Hilton, Boston, June 19-22

ANPA/American Bar Association Task Force meeting
The New York Times Co., New York City, June 21

ANPA Legal Affairs Committee meeting
The New York Times Co., New York City, June 21

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 24-28

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 8-12

ANPA Foundation Newspaper in Education Training Seminar
La Casa del Zorro, Borrego Springs, Calif., July 9-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 22-26

AUGUST

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 5-9

NIE Methods Instructor Seminar sponsored by ANPA Foundation and the University of San Diego
University of San Diego, Aug. 13-15

ANPA Connections Workshop on Telephone Systems
Westin O'Hare, Chicago, Aug. 15-16

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 19-23

Libel Trial Symposium sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Hyatt Regency O'Hare, Chicago, Aug. 22-23

ANPA Executive Committee meeting
The Forum, Fargo, N.D., Aug. 27

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Board of Directors meeting
Inn on the Park, Houston, Sept. 11-12

ANPA Management Development Workshop
Georgetown Marbury House, Washington, D.C., Sept. 16-20

ANPA Newspaper Quality Seminar
The Newspaper Center, Reston, Va. Sept. 16-20

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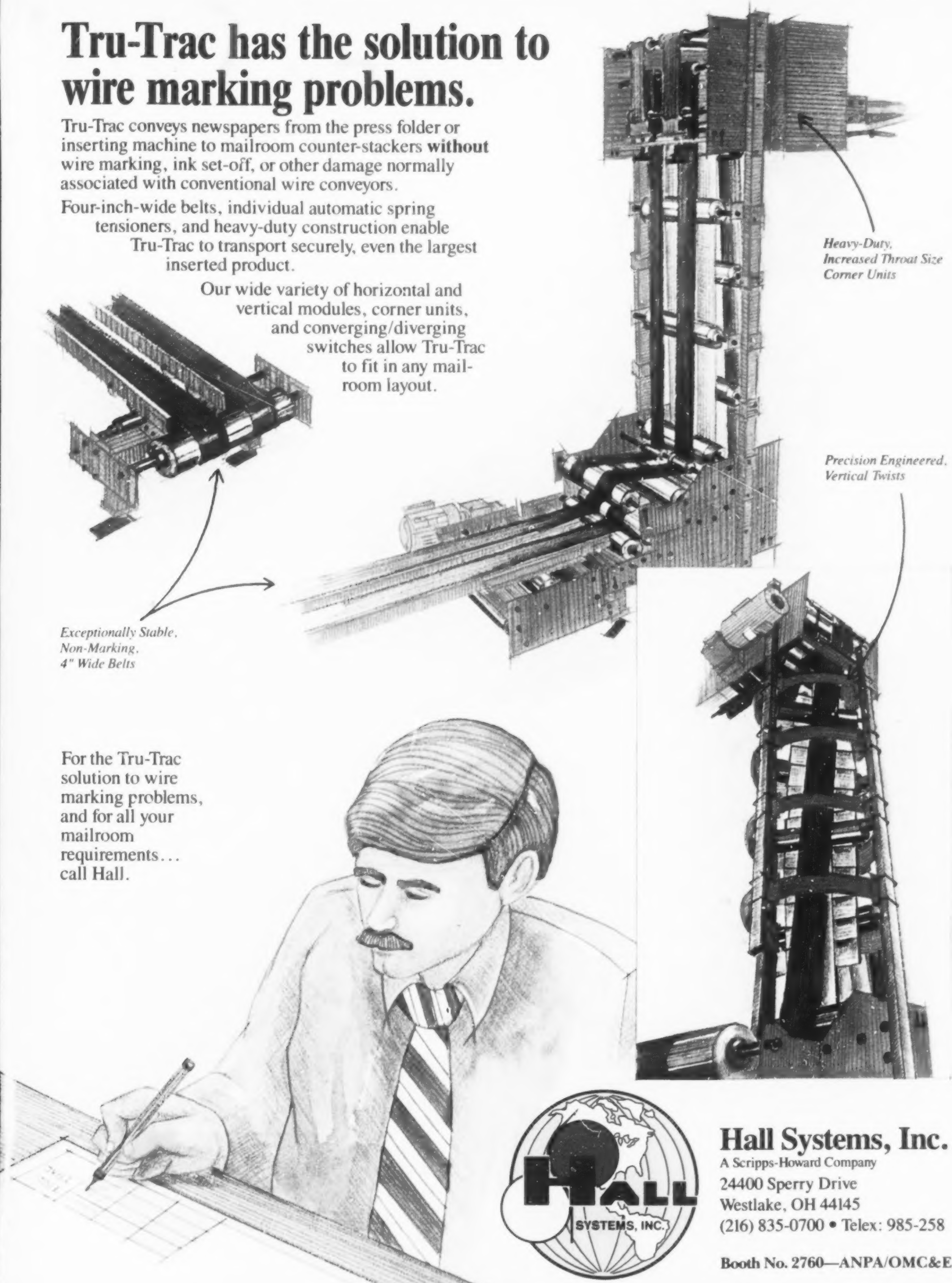

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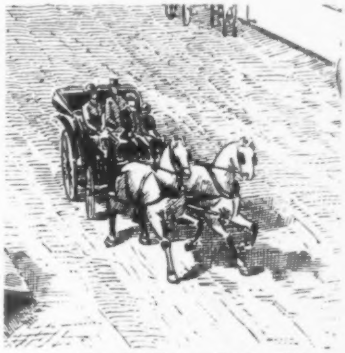
The Picture is Getting More Complicated

Photograph courtesy of NASA

When Tolbert Langston introduced his Monotype caster in 1897, life in Philadelphia was a lot less complicated than it is today.

Newspapers were already using pictures to help tell stories that were getting more complex.

The pictures were simple because the technology demanded it. Still, they were effective.



Historical Pictures Service, Chicago

But typographers found they needed more automated systems. Systems that would increase productivity without losing the quality and flexibility of hand-set type.

A machine for the time
Tolbert's new machine was perfect for the time. It was automated, but each character was cast individually.

The flexibility and quality were there and productivity increased dramatically.

Tolbert Langston was a good deal ahead of his competition.

Today's new dimension
Today, Monotype continues to stay ahead in a world that demands productivity, flexibility, quality, and a new dimension…pictures and words together.

This award-winning photograph was used all over the world to help tell a story of triumph.

What used to be words has now become *pictures* and words.

The old technology designed for words alone is rapidly becoming obsolete.

Words and pictures need new ideas
While these changes may be new to some people, they're old news here at Monotype.

We designed raster image processing and laser imaging technologies years before others realized they were needed.

While Monotype has been developing good ideas, our ideas are bringing us good company.

In fact, our Lasercomp is helping some of the major newspapers of the world tell their stories. Stories that are full-page and full of pictures and words.

Lasercomp
by Monotype

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